



# TRADE NEWS

JACK TRACY  
ROOM 320

2 COPIES X-H

June 1, 1959

KELLOGG COMPANY WILL BE ALTERNATE-WEEK SPONSOR OF 'THE DEPUTY,'  
NEW WESTERN ADVENTURE SERIES STARRING HENRY FONDA ON  
NBC-TV NETWORK SATURDAY NIGHTS IN 1959-60 SEASON

The Kellogg Company will be alternate-week sponsor of "The Deputy," the new Western adventure series starring Henry Fonda, on the NBC Television Network during the 1959-60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Destined to add a new dimension to the TV Western domain, the new series will present Fonda as Chief Marshal Simon Fry, a champion of law and order in the reckless Southwest Arizona Territory in the 1880s. The program will be telecast Saturdays, 9-9:30 p.m. (NYT) beginning in the Fall.

Playing the role of Fonda's deputy will be Allen Case, who has a number of television roles and Broadway appearances to his credit. Wallace Ford and Betty Lou Keim are also co-starred.

The new series was created by Roland Kibbee and Norman Lear, who was head writer for George Gobel's show last season. Michael Kraike will produce the series with William Frye as executive producer. Some of television's top writers and directors will also be used in the series, which is being filmed by Revue Productions.

The Kellogg order was placed through Leo Burnett, Inc.

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NBC TELEVISION NETWORK



June 1, 1959

TONI COMPANY AND PHILIP MORRIS SIGN AS NEW SPONSORS  
OF 'THE LORETTA YOUNG SHOW' ON THE NBC-TV NETWORK  
SUNDAY NIGHTS DURING THE 1959-60 SEASON

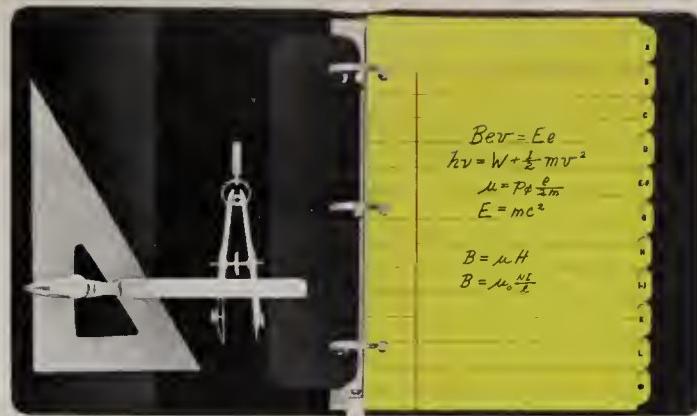
The Toni Company and Philip Morris have signed as new sponsors of "The Loretta Young Show" during the 1959-60 season on the NBC Television Network, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The show, now in its sixth season, will continue to be telecast Sundays, 10-10:30 p.m. (NYT), featuring Miss Young as star and hostess, with guest appearances by other entertainers.

The agency for the Toni Company is North Advertising, Inc., and Philip Morris is represented by the Leo Burnett Company, Inc. The Philip Morris buy is for its Marlboro cigarettes.

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CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:30-7:00 AM MON.-FRI. EST

## DR. WHITE OFFERS VALEDICTORY TO ATOMIC AGE PHYSICS STUDENTS

In a valedictory to students of his Atomic Age Physics course on the NBC-TV Network's "Continental Classroom," Dr. Harvey E. White will express his hope "that we have in some small way been helpful in promoting and improving science education in every corner of this great country."

Dr. White's final lecture was taped in NBC's New York studios last week for presentation Friday, June 5 (coast-to-coast, 6:30 a.m. local time). He will return to his post as professor of physics at the University of California at Berkeley this Summer.

"This has been an enterprise in which an entire network like NBC, a great philanthropic foundation like the Fund for the Advancement of Education, a group of the country's largest industrial concerns, and a national organization of American colleges have all come together with one enterprise for the common good," Dr. White says. "Nowhere, and I repeat, nowhere else in the world could this have happened than here in these United States."

Dr. White's two-semester course will be repeated by television tape recordings and kinescopes from 6 to 6:30 a.m. local time starting Sept. 28 on the NBC-TV Network. This will be in addition to the 160-lesson course in Modern Chemistry the network will telecast coast-to-coast in color starting Sept. 28, from 6:30 to 7 a.m. local time Monday through Friday. Both courses will be presented in cooperation with the American Association of Colleges for Teacher Education.

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NBC-New York, 6/1/59



JACK TRACY  
ROOM 320



# TRADE NEWS

2 COPIES X-H

June 2, 1959

## 20 ADVERTISERS PLACE SUMMERTIME ORDERS TOTALING \$2,734,255 ON NBC RADIO NETWORK

Twenty advertisers taking advantage of radio's Summertime gain in audience have placed orders with the NBC Radio Network totaling \$2,734,255 in net revenue during the four-week period ending May 22, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, announced today.

Aiming at the large number of listeners who will have auto radios and portable radios tuned to "Monitor" on the July 4th weekend, as well as NBC Radio's regular home audience, the International Swimming Pool Corporation has ordered a heavy concentration of announcements for July 3, 4 and 5. The order was placed through Doyle Dane Bernbach, Inc.

The United States Rubber Company, to promote the sale of auto tires, and the Socony Mobil Oil Company, to advertise gasoline and other motoring products, also have ordered extensive Summer schedules. The U. S. Rubber order was placed through Fletcher D. Richards, Inc., and the Socony Mobil Oil order through Compton Advertising, Inc.

Other advertisers and their agencies include Grove Laboratories, Inc. (Gardner Advertising Company); Savings and Loan  
(more)



2 - 20 Advertisers

Foundation (McCann-Erickson, Inc.); Shulton, Inc. (Wesley  
Associates, Inc.); Radio Corporation of America (Kenyon and  
Eckhardt, Inc.); General Motors Corporation (D. P. Brother and  
Company); Hudson Vitamin Products, Inc. (Pace Advertising  
Agency, Inc.), and Scott Paper Company (J. Walter Thompson  
Company).

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NBC-New York, 6/2/59





NBC SPOT SALES

# News

June 2, 1959

## WILBUR M. FROMM AND ANTHONY LIOTTI ARE PROMOTED TO NEW POSTS IN NEW BUSINESS AND PROMOTION DEPARTMENT OF NBC SPOT SALES

Two promotions to newly-created posts in the New Business and Promotion Department of NBC Spot Sales were announced today by Richard H. Close, Director of NBC Spot Sales.

Wilbur M. Fromm, Manager of Advertising and Promotion, was appointed Manager of Sales Development and Promotion. Anthony Liotti, Supervisor of Research, was named Manager of Research. They will report to Morton Gaffin, Director of New Business and Promotion.

Mr. Gaffin said his department's operations will be strengthened by the reorganization and the promotions from within the unit. He said Mr. Fromm's expanded activities will include sales development and sales presentations work in addition to his previous duties. Mr. Liotti will oversee long-range, major research projects as well as day-to-day research activities.

Mr. Fromm joined NBC as Television Promotion Supervisor in March, 1954, and was advanced to Manager of Advertising and Promotion for NBC Spot Sales in April, 1955. He had been assistant advertising manager of the New York Journal-American from 1950 to 1954, and previously had been with the advertising department of Newsweek.

(more)



2 - Promotions

He was born in New York City on June 7, 1924. After Army service in World War II, he was graduated from the University of Illinois School of Journalism with a B. A. degree in 1948. He lives in Roslyn, L. I., with his wife and three children.

Mr. Liotti joined NBC in 1954 as a member of the NBC Spot Sales Research Department. In 1955 he was assigned to NBC's West Coast Division as a research and presentation specialist. He became a sales presentation writer for NBC Spot Sales in May, 1956, and was promoted to Supervisor of Research in March, 1957.

Before joining NBC, he was in the research department of the American Broadcasting Company. He is a 1951 graduate of the University of Buffalo, and is a veteran of the Korean War. He lives in Manhattan.

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NBC-New York, 6/2/59



COLORCASTS

NBC TELEVISION NETWORK



NEWS

June 2, 1959

—COLOR COMES TO NBC-TV SATURDAY MORNING SCHEDULE—

- - -

"Howdy Doody" and "The Ruff and Reddy Show" Will Start  
Regular Weekly Colorcasts on June 27

Color comes to the NBC-TV Network's Saturday morning schedule June 27. On that date, two popular children's programs -- "Howdy Doody" and "The Ruff and Reddy Show" -- will become weekly colorcast series, opening a dazzling new world for their many fans.

"Howdy Doody," featuring Howdy and "Buffalo Bob" Smith, is telecast from 10-10:30 a.m. EDT. "The Ruff and Reddy Show," a cartoon series about a dog and cat adventure team with Jimmy Blaine as the live host, is seen from 10:30-11 a.m. EDT.

"The addition of color makes all programs more exciting, but it is especially important for children's shows since color means so much to youngsters," said Roger Muir, producer of the programs.

"Both series are perfect for colorcasting. Doodyville's many live characters, including Clarabell, Chief Thunderthud, Pesky and Mr. Cobb, and the puppet citizens -- Howdy, Mr. Bluster, Flubadub, Dilly Dally, Sandra Witch, Tizzy the dinosaur, and others -- are very colorful. 'The Ruff and Reddy Show' also will provide new thrills for

(more)



2 - 'Howdy Doody' and 'The Ruff and Reddy Show'

young viewers when they can see, in color, the cartoons and, during the live portion of the program, Jose the toucan and Rhubarb the parrot -- beautiful puppet birds who resemble their live counterparts to the slightest color variations on each feather."

While this will mark the first time "The Ruff and Reddy Show" will be colorcast, "Howdy Doody," in its long history on NBC-TV (it started in 1947), has already established two "firsts" in color telecasting. It was the first regular network show to be televised in color when it presented a special colorcast in June, 1953, and was the first Monday-through-Friday network series to be presented regularly in color (September, 1955, to June, 1956).

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NBC-New York, 6/2/59



NBC TELEVISION NETWORK



June 2, 1959

NBC NEWS INVESTIGATES FIRE SAFETY IN SCHOOLS OF SEVEN CITIES  
FOR 'CHET HUNTLEY REPORTING' TELECAST OF SUNDAY, JUNE 7

NBC News is investigating fire safety in schools of seven cities across the nation and will present its findings -- six months after the tragic Chicago school fire -- on "Chet Huntley Reporting" Sunday, June 7 (NBC-TV Network, 6:30-7 p.m. EDT).

NBC News correspondents will report on the progress of fire safety programs and will compare present safety measures with those of last December when a fire took 94 lives in Our Lady of the Angels School in Chicago.

Correspondents are inspecting schools and interviewing officials in New York, Chicago, Los Angeles, Philadelphia, New Orleans, Oklahoma City and Omaha. In addition, they are making spot checks in some 40 other cities throughout the country.

Chet Huntley is commentator on the program. Reuven Frank is producer, Charles Sieg is director, and Eliot Frankel is news editor and associate producer.

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FOR RELEASE THURSDAY A.M., JUNE 4:

CHARLES VAN DOREN HONORED BY THE NEW SCHOOL FOR SOCIAL RESEARCH  
FOR CONTRIBUTIONS TO ARTS OF TELEVISION AND CLASSROOM TEACHING

Charles Van Doren was honored with a special award and citation last evening (June 3) at the annual dinner of the Human Relations Workshops of the New School for Social Research in New York City.

Van Doren, a regular cast member of Dave Garroway's "Today" and host of "NBC Kaleidoscope," both NBC-TV Network programs, and also instructor of English at Columbia University, received the award for his contributions to the arts of television and classroom teaching.

Speaker in behalf of the New School at the award dinner was Curtis Roosevelt, vice president of the institution, who is a grandson of Franklin Delano Roosevelt. Presenting the award to Van Doren was Alice Rice Cook, director of the Workshops.

The citation reads, in part: "First as a 'visiting scholar' to the medium, and later as a practitioner of the television arts, he brought and continues to bring to millions of living rooms an image of excellence to combat a thousand images of mediocrity. A scholar-teacher, he brings honor both to his ancient profession and to youthful TV itself, which had the wisdom to place his intelligence and versatility under contract."

(more)



"Just as he earlier helped bring learning into vogue through an intellectual tour de force that kept the nation's breath bated for many exciting weeks, he now, by bringing mankind's chief concerns into dramatic form, offers the promise that the vogue may gradually become part of our ideology.

"He is a teacher, both in the classroom and the studio, a writer, an anthologist and a scholar; his interests are limitless, in their diversity, ranging from Eighteenth Century poetry to hi-fi, and from mathematics to the letters of sons to their mothers..."

"For all these reasons -- his goodly heritage, his personal qualities of intellectual zest, and especially for the use he is making of talent and intelligence in the service of public enlightenment -- the Human Relations Workshops of the New School is honoring him."

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NBC-New York, 6/2/59



JOANNA BARNES SIGNED FOR '21 BEACON STREET' SERIES

Joanna Barnes has been signed to appear with Dennis Morgan in "21 Beacon Street," a series of crime-investigation dramas which starts Thursday, July 2 (NBC-TV Network, black and white 9:30 p.m. EDT). Filming of the new Summer series started in Hollywood this week, with the first episode titled "The Rub Out."

Miss Barnes, a Phi Beta Kappa graduate of Smith College, will play a Phi Beta Kappa member, in the series, as one of the assistants who works in the crime investigation office at 21 Beacon Street. Dennis Morgan stars as Dennis Chase, a private investigator. Miss Barnes was featured in the recent film "Auntie Mame" and in the soon-to-be-released "Spartacus." Al Simon is producer of "21 Beacon Street," which is a Summer series in place of "The Ford Show."

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NBC-New York, 6/2/59



JACK TRACY  
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NBC TELEVISION NETWORK

NEWS

June 3, 1959

PHARMACEUTICALS INC. SIGNS AS FULL SPONSOR OF 'IT COULD BE YOU' AND ALTERNATE-WEEK SPONSOR OF 'GROUCHO MARX--YOU BET YOUR LIFE' DURING 1959-60 SEASON ON NBC TELEVISION NETWORK

Pharmaceuticals Inc. has signed for full sponsorship of "It Could Be You" and alternate-week sponsorship of "Groucho Marx -- You Bet Your Life" on the NBC Television Network during the 1959-60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

At the same time, the firm renewed its sponsorship of "The Arthur Murray Party" for the Summer months, effective June 29. The program is colorcast Mondays (10-10:30 p.m. NYT).

Pharmaceuticals sponsored "It Could Be You" earlier this season on Thursday evenings. In the Fall, it will be telecast on a new day and time, Saturdays (10:30-11 p.m. NYT) beginning in September.

"Groucho Marx -- You Bet Your Life" will continue to be telecast Thursdays (10-10:30 p.m. NYT).

The agency for Pharmaceuticals is Parkson Advertising Agency, Inc.

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the top of the page and the bottom of the page. The first few lines of the page are cut off at the top and bottom. The text is written in a cursive hand and appears to be a letter or a note. The handwriting is somewhat faded and difficult to read in some areas. The text is organized into several paragraphs, separated by short lines of space.

1. The first paragraph begins with "Dear Sirs,

2. The second paragraph continues with "I have the pleasure to inform you that we have received your



June 3, 1959

PERRY COMO'S 1959-60 NBC-TV NETWORK SERIES  
FOR KRAFT WILL BE SEEN IN JAPAN IN COLOR

- - -

Negotiations Between NBC International and Nippon Television  
Provide for Tapes to Be Rushed to Tokyo by Jet

The NBC Television Network's new Perry Como series to be sponsored by Kraft Foods next season will be seen in color in Japan during the 1959-60 season as a result of negotiations just completed between NBC International, Ltd., and Nippon Television (NTV) in Tokyo.

The announcement was made today by Alfred R. Stern, Director of NBC International Operations and Chairman of NBC International, Ltd., who just concluded arrangements to provide NTV with color video tape recordings of the new Como series.

The agreement with NTV marks the first time a video taped show has been supplied by a United States broadcaster to a foreign broadcaster on a regular basis, and is also the first such agreement for a color TV show, Mr. Stern said.

NTV is presently in the process of building two TV studios to be used exclusively for color. The station's acquisition of the Perry Como show will enable NTV to increase its color schedule substantially.  
(more)



2 - NBC International

Present plans provide for the color tapes of the Como show to be flown to Tokyo by jet immediately after they are telecast in the U. S. for subsequent showing in Japan. Conclusion of the agreement with NTV brings to 16 the number of countries presently scheduling the Como show.

Mr. Stern recently completed a tour of the Far East with Thomas S. O'Brien, who has been named Director of Far East Operations for NBC International.

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NBC-New York, 6/3/59



NBC TELEVISION NETWORK



June 3, 1959

WILLIAM BENDIX WILL STAR IN 'REXALL TV SPECIAL' PRESENTATION  
OF 'THE RANSOM OF RED CHIEF'--ADAPTATION OF O. HENRY STORY--  
ON THE NBC TELEVISION NETWORK SUNDAY, AUG. 16

William Bendix will star in "The Ransom of Red Chief," a television adaptation of the famous O. Henry short story, on "The Rexall TV Special" of Sunday, Aug. 16 from 10 to 11 p.m. EDT.

The full-hour comedy, adapted for television by Phil Reisman Jr., will be produced by Talent Associates, with David Susskind as executive producer. It will be sponsored by the Rexall Drug Company through the Batten, Barton, Durstine and Osborn, Inc., advertising agency.

"The Ransom of Red Chief" is the story of two confidence men in a small Alabama town who kidnap the red-haired son of a local citizen, in an attempt to raise some money for one of their fraudulent schemes. The boy turns out to be a positive menace to his cowed captors, who try to return him, though no ransom has been paid. It becomes increasingly obvious that the boy's father is delighted to be rid of the small fiend, so the kidnappers must resort to a quite unorthodox solution of the situation they have created.

The first half of the full-hour Rexall presentation will preempt "The Loretta Young Show" (10 to 10:30 p.m. EDT) on the network.

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ART LINKLETTER AND AIDES SETTING OUT FOR MOSCOW, BERLIN AND PARIS TO SHOW THAT 'PEOPLE ARE FUNNY' IN OTHER LANDS, TOO

- - -

Programs Filmed in Those Cities Will Be Seen on NBC-TV in Fall

Art Linkletter and a crew of three will arrive in Moscow June 22 for four days of shooting stunts for the "People Are Funny" program next Fall on the NBC-TV Network.

Linkletter, who has been a trail-blazer in radio and television, will take his cameras and zany stunts into the streets, subways, department stores, amusement parks and schools of Moscow. Contestants will do stunts and will answer many questions about America and Russia. Prizes will be in rubles. Linkletter will use Russian-speaking contestants with interpreters, and also English-speaking Russians.

Following their experiences in Russia, Linkletter and his crew will take off for Berlin and Paris, where they will do another series of stunts.

The films will be shown on the "People Are Funny" show which starts its new Fall series Saturday, Sept. 12 (NBC-TV Network, 7:30 p.m. NYT). At present the program is showing repeat performances of some of last season's top programs.

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NBC-New York, 6/3/59



FOUR SEMI-FINALISTS ARE CHOSEN IN THE FIRST ROUND  
OF 'TIC TAC DOUGH' NATIONAL CHAMPIONSHIP DERBY

Four semi-finalists have been chosen in the first round of the "Tic Tac Dough" national championship derby.

They are: Mrs. Rosalyne Bernstein of Portland, Me.; Mrs. Frances Smith of the Wilkes-Barre and Scranton area of Pennsylvania; M/Sgt. William E. Fleischauer of Arlington, Va., and Mrs. Doris Cornwell of Red Springs, N. C.

The four semi-finalists will oppose each other for the Eastern finalist title.

They have proved the best of eight Eastern regional champs chosen for the NBC-TV Network contest several weeks ago. Each semi-finalist has played, and defeated, another Eastern regional champ.

Last Monday (June 1) Mrs. Bernstein defeated Harold B. Shaw of Huntington, W. Va. On Tuesday (June 2), Mrs. Smith beat Herbert Hulse of Goldsboro, N. C., and Fleischauer defeated Mrs. Laurel M. Goss of Buffalo, N. Y. Today (June 3) Mrs. Cornwell beat Edwin Starr of Philadelphia, Pa. The semi-finalists won \$500. The losers received \$100.

("Tic Tac Dough" is telecast at 12 noon EDT, Mondays through Fridays.)

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NBC-New York, 6/3/59

**ANNA TÖRÖK AND KATRINA VAN HOUTEM-BOON**  
**TELEVISION AND THE FUTURE OF TELEVISION**

television and the future of television. This article is the second in a series of three articles on the future of television. The first article, 'Television and the Future' (Török 2000), argued that the future of television is not necessarily a matter of survival or extinction, but rather a matter of adaptation and development. The second article, 'The Future of Television' (Török 2001), argued that the future of television is not necessarily a matter of survival or extinction, but rather a matter of adaptation and development. The third article, 'The Future of Television' (Török 2002), argued that the future of television is not necessarily a matter of survival or extinction, but rather a matter of adaptation and development.

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COLORCASTS

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NBC TELEVISION NETWORK

NEWS

TWELVE BELL TELEPHONE HOUR MUSIC SPECIALS WILL BE COLORCAST  
ON THE NBC TELEVISION NETWORK DURING THE 1959-60 SEASON

- - -

Eleven Will Be in Framework of Network's Friday Night Series  
of Specials; Bell System Science Series Returning to Air

Twelve Bell Telephone Hour music specials will be presented in color on the NBC Television Network during the 1959-60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

All but one of the colorcasts will fall within the framework of NBC-TV's newly announced Friday night series of specials, in which -- for the first time in television history -- a variety of sponsors will present top-quality shows at a fixed time each week.

In addition, the Bell System Science Series will return to the air with one new presentation and repeat telecasts of "Gateways to the Mind" and "The Alphabet Conspiracy."

Six of the musical programs will be centered around holidays or special musical events and the other six will offer a broad panorama of musical variety entertainment.

Eleven of the music specials will be seen on alternate Friday evenings, starting Oct. 9 (8:30-9:30 p.m. NYT), with the twelfth tentatively scheduled for Easter Sunday evening. Dates for the Bell System Science Series will be announced later.

The Bell System order was placed through N. W. Ayer and Son, Inc.

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June 4, 1959



**FROM THE NATIONAL BROADCASTING COMPANY**

*Thirty Rockefeller Plaza, New York 20, N. Y.*

June 4, 1959

**ROBERT W. SARNOFF TO BE PRINCIPAL SPEAKER**

**AT FRANKLIN AND MARSHALL COMMENCEMENT**

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, will be principal speaker at the commencement exercises of Franklin and Marshall College in Lancaster, Pa., next Monday, June 8.

Dr. Frederick de W. Bolman Jr., President of Franklin and Marshall, announced that Mr. Sarnoff will be awarded the honorary degree of Doctor of Laws by the college.

The ceremonies will climax four days devoted to alumni and graduating seniors at the college.

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CREDITS FOR NATIONAL OPEN GOLF CHAMPIONSHIP

TELECAST ON NBC-TV NETWORK

DATE AND TIME: NBC-TV Network, Saturday, June 13, 4:30  
to 6 p.m. EDT.

PROGRAM COVERAGE: Action at the final three holes of the  
59th annual National Open Golf  
Championship at Winged Foot Golf Club  
in Mamaroneck, N. Y. This is sixth  
consecutive year that NBC-TV has  
covered the tourney windup. Nine TV  
cameras will be used for the telecast.

FACTS ON COURSE: Winged Foot's West course is 6,873-yard,  
par 70 layout. Holes being televised  
are:  
No. 16 -- 452 yards, par 4  
No. 17 -- 444 yards, par 4  
No. 18 -- 424 yards, par 4.

COMMENTATORS: Bud Palmer, Chick Hearn, Ray Scott and  
Ed Sullivan.

PRODUCER: Perry Smith.

DIRECTORS: Jack Dillon and Ted Nathanson.

SPONSOR: Eastman Chemical Products, Inc.

AGENCY: Doherty, Clifford, Steers & Shenfield, Inc.

NBC PRESS REPRESENTATIVE: Bob Goldwater, New York.

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NBC-New York, 6/4/59

THE SPURS

En el año 2000 se realizó una encuesta en la que se preguntó a los habitantes de la localidad de Tlaxco, Tlax., cuáles eran las principales causas de la muerte.

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THE GENEVA PHIL - 12.00

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## ANSWER

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Japan can only do one thing.

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NBC TELEVISION NETWORK



NEWS

June 5, 1959

NBC TO PRESENT 250 HOURS OF TOP QUALITY COLORCASTS  
IN FOURTH QUARTER OF 1959, MARKING 30%  
GAIN OVER SAME PERIOD IN 1958

- - -

Network Schedule for 1959-60 to Offer 7-Days-a-Week Color  
Programming in Sports, Live Drama, Opera, Variety

The NBC Television Network's 1959-60 color schedule -- offering viewers seven-days-a-week programming of unprecedented depth and diversity and ranging from baseball, football and tennis to live drama, opera and variety -- was unveiled today (June 5) at the annual RCA Distributors Convention in Chicago by Don Durgin, Vice President, NBC Television Network Sales.

By far the most ambitious and comprehensive schedule ever attempted, NBC's plan promises a minimum of 250 hours of top quality color programming in the fourth quarter of 1959 alone. This record figure represents a 30 per cent increase over the same period in 1958, Mr. Durgin pointed out.

Highlights of the upcoming color year planned by NBC as announced by Mr. Durgin:

Major color programs every night in the week and color throughout the weekend, including two Saturday morning children's shows.

(more)



Three series of specials for Sunday, Tuesday and Friday nights, most of which will be in color. In addition, other color specials will be spotted throughout the schedule.

A substantially-increased color sports schedule, including the World Series, 11 football games -- of which four will be major bowl games -- and the Davis Cup tennis matches.

One full hour of color every weekday, in addition to the new half-hour chemistry course presented by "Continental Classroom."

Conversion of the remaining two studios in Burbank, California, to color, at a cost of \$1,000,000, thus giving NBC four color studios in Burbank and five in New York for a total of nine this Fall.

Construction by RCA of a second color mobile unit at a cost of \$300,000 to handle the vastly expanded color sports schedule.

With the 1959-60 season slated to become color's greatest year, Mr. Durgin traced the development of the NBC Television Network's activity in this area, pointing out that "the total number of color equipped NBC affiliates has jumped from 22 in 1954 up to 169." CBS now has 155 color affiliates, ABC 138.

Mr. Durgin noted that during the 1954-58 period, "the total hours of color programming at NBC have gone from 68 to 668 in 1958, a tenfold increase. During 1958, the total number of color hours on NBC was more than the total number of color motion picture hours produced by Hollywood in two years. And 1959 is going to be even better."

(more)



NBC's five owned and operated VHF TV stations contribute to the overall program by originating 33 hours of local color programming a week in addition to carrying all network color programming. These five markets carry over 40 different color programs, to which will be added immediately five color shows in New York and Philadelphia.

"All this activity," said Mr. Durgin, "is aimed toward one important goal -- putting on more and better color programming than ever before."

Color programming in the Fall, he said, will represent "terrific variety: music, comedy, big name talent, singing, the best in Western drama, two fine kids' shows and three specials regularly scheduled every week."

The schedule:

Sunday -- "The Sunday Showcase," a series of specials -- the majority in color -- which will be "primarily outstanding live, original dramas to be directed by the best in the business, featuring top name stars."

"The Dinah Shore Chevy Show."

Monday -- "The Steve Allen Show."

Tuesday -- A series of the biggest specials hours produced for TV for one sponsor.

"The Arthur Murray Party."

Wednesday -- "The Price Is Right."

"The Perry Como Show."

Thursday -- "The Ford Show."

Friday -- Another series of major specials -- the majority in color -- running the gamut from musicals to live drama to one-man shows.

(more)



#### 4 - Color Schedule

Saturday -- "Bonanza," the first Western and the first regular full-hour film in color.

As examples of the special shows to be presented in color, Mr. Durgin listed the following:

A 90-minute show "that will probably be considered one of television's all-time greats," Somerset Maugham's 'Moon and Sixpence,' starring Sir Laurence Olivier.

Six Hallmark presentations to be produced under the guidance of George Schaefer.

Three of the four productions of the NBC Opera Company.

The Bell Telephone series of color musicals and the Bell System Science Series.

Art Carney in four hour shows and four 90-minute shows.

Milton Berle heading up several specials.

Jerry Lewis in a group of color specials.

A star-studded lineup of musical variety shows, featuring talent like Shirley MacLaine, Victor Borge, Gene Kelly, Dean Martin and Fred Astaire.

This Summer, said Mr. Durgin, "there will be color every day in the week, every night in the week, and throughout the weekend."

The 1959 Summer color schedule:

Sunday -- "Midwestern Hayride" and "The Chevy Show."

Monday -- "The Arthur Murray Party."

Tuesday -- "The Jimmie Rodgers Show"

Wednesday -- "The Price Is Right" and "Kraft Music Hall Presents the Dave King Show."  
(more)



## 5 - Color Schedule

Thursday -- "Masquerade Party"

Friday -- "Northwest Passage" and "Ellery Queen"

Saturday -- "Perry Presents Teresa Brewer, Tony Bennett and the Four Lads"

Daytime -- color programming each weekday plus "Howdy Doody" and "Ruff and Reddy" each Saturday morning.

"We also plan for the coming season," he said, " a really fabulous color sports calendar. In October NBC plans to do all World Series games in color unless the games originate from one of the few teams' parks where color origination is not possible.

"A great football color schedule is planned. Eleven big football games featuring the greatest NCAA college attraction, plus the Sugar Bowl, the Pro Bowl, the Blue-Gray Game and the Senior Bowl -- 11 football games in color in 1959 as compared to four in 1958. Then there will be the Davis Cup tennis matches in color, and other exciting sports events which will be announced later."

Pointing out that two recent studies show that in color homes color programs receive almost twice the rating the same shows receive in comparable black and white homes and that, this season, NBC color programs won eight Sylvania awards, five Peabody awards, six Look awards, eight Fame awards and 15 Emmy awards, Mr. Durgin forecast that NBC's sweeping plans for the Fall will make the coming year "the biggest and best yet."

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NBC-New York, 6/5/59



NBC TELEVISION NETWORK



NEWS

JACK PAAR SIGNED TO NEW LONG-TERM CONTRACT  
BY THE NATIONAL BROADCASTING COMPANY

FOR RELEASE MONDAY A.M., JUNE 8

Jack Paar, who has changed the pattern of the nation's late-evening TV viewing habits over the past two years, has been signed to a new long-term contract by the National Broadcasting Company, it was announced today by Robert E. Kintner, President of the National Broadcasting Company.

Paar, star of "The Jack Paar Show" seen on the NBC-TV Network Monday through Friday, 11:15 p.m. to 1 a.m. EDT, will begin his new agreement effective July 6, continuing his starring appearances Monday through Thursday. Beginning July 10 and on each Friday night thereafter, the Paar show plans to present either a special program of taped highlights from former Paar shows or a program hosted by a guest emcee.

"Jack Paar has been responsible for the rejuvenation of late-evening live network television," Mr. Kintner said. "In the two years in which Jack has been delaying bedtime across the country by as much as an hour and 45 minutes each night, his program has entertained, amused and educated millions of night-owls who have discovered you cannot watch 'just 15 minutes' of the Paar show. We are delighted that as a result of this new contract, Jack will be with us in the same late nighttime period for a long time to come."

(more)



2 - Jack Paar

Next month, Paar will begin his third year as star of NBC-TV's late-night variety show which formerly was called "Tonight." In February, 1958, the name of the program was changed to "The Jack Paar Show."

Since joining NBC-TV, Paar has become one of the most talked about personalities on television. Along with his own rise to stardom, Paar has been responsible for bringing many entertainers into national prominence as a result of their appearances on the show.

"The Jack Paar Show" is now broadcast by 135 stations throughout the country.

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NBC-New York, 6/5/59





June 5, 1959

BRISTOL-MYERS TO BE ALTERNATE-WEEK SPONSOR OF 'JOHNNY STACCATO'

Bristol-Myers Company has purchased alternate-week sponsorship of the new half-hour mystery-adventure series, "Johnny Staccato," on the NBC Television Network during the 1959-60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The new series, which stars John Cassavetes as a private eye, will be telecast Thursdays (8:30-9 p.m. NYT), starting in the Fall. Sharing the sponsorship of the program with Bristol-Myers will be the R. J. Reynolds Tobacco Company.

The Bristol-Myers purchase was made through Young & Rubicam, Inc.

The series, which is produced by Revue Productions in association with the NBC Television Network, will feature the music of Elmer Bernstein, who has won wide recognition for his scoring of several motion pictures. Top jazz musicians will be spotlighted.

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# NBC RADIO NETWORK NEWS

NBC'S MATTHEW J. CULLIGAN NAMED HONORARY DOCTOR OF LAWS  
BY THE UNIVERSITY OF TAMPA AND ADDRESSES GRADUATES

FOR RELEASE 8 P.M. EDT, SATURDAY, JUNE 6

TAMPA, FLA., June 6 -- Matthew J. Culligan, Executive Vice President in charge of the NBC Radio Network, tonight was awarded an honorary Doctor of Laws degree at the 24th commencement exercises of the University of Tampa in Tampa Municipal Auditorium.

He was cited for his "contributions to better communications and understanding among people so necessary in the world of today." The degree was presented by Dr. David M. Delo, President of the University of Tampa, after the citation was read by Morris E. White, an attorney and a member of the university's board of trustees.

Mr. Culligan was one of two men honored. The other was A. C. Van Dusen, Vice Chancellor of the Graduate Schools, University of Pittsburgh.

Delivering the commencement address, Mr. Culligan told the 178 graduates that "your A. Q. and your R. Q. will be as important as your I. Q. in meeting the challenges of the future." He explained that persons will be evaluated on the basis of their A. Q. or Adaptability Quotient and their R. Q. or Responsibility Quotient.

In past decades, he said, an individual's success as a human being was largely the direct product of his own abilities.

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"During the next three or four decades, the factors beyond your immediate control will expand in number and influence," he said. "You will be less the master of your own destiny, more the servant of circumstance.

"This can be frightening, but it is also challenging. There is a bridge between your own plans and actions and the forces beyond your control -- and this is the true, great gift of education. It can be described in one word: adaptability."

He said some of the forces to which we must adapt are: (1) "man's leap into outer space with results which will be truly astonishing in science, sociology, geo-politics, industry"; (2) "the population explosion now gaining momentum in the world," and (3) "the emergence of the Soviet Union as a fully developed, vigorous opponent to the United States and the free world, not only in the military sense, but in the industrial, scientific and economic areas."

Adaptability and responsibility are "the touchstones of a philosophy of action in the decades ahead," Mr. Culligan said.

"If you can accept my premise and build a philosophy on these sturdy pillars," he told the graduates, "then fears will become challenges and problems will become opportunities."

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NBC-New York, 6/5/59



ROBERT QUIGLEY NAMED PRODUCER OF 'COUNTY FAIR'

Robert Quigley has been named producer of "County Fair" (NBC-TV Network, Monday through Friday, 4:30 p.m. EDT), a show for which he served as chief writer back in its radio days (1945-50).

The new producer recently returned from South Africa, where he had lived for the past two years while completing a movie script and a stage comedy.

Among Quigley's credits as TV producer are "On Your Account" and "Love Story." He also worked as writer-producer of "The Bill Goodwin Show" and "Ford Varieties," and as writer for the Victor Borge shows, a series starring Peter Lind Hayes and for Kay Kyser's "College of Musical Knowledge."

During Quigley's tenure as a writer on the radio version of "County Fair" he is credited with having initiated the stunt in which celebrities tried to punch their way out of a paper bag (this same stunt was used on the TV show this past Fall). He also originated a test of the old adage that you can't teach an old dog new tricks. Such of his stunts attracted nationwide attention.

The remainder of the "County Fair" staff is unchanged. Perry Cross is executive producer, Joe Durand director, and Bert Parks emcee and star.

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NBC-New York, 6/5/59



PAUL A. MAGUIRE IS APPOINTED MANAGER OF NEW PHILADELPHIA  
OFFICE OF NBC RADIO NETWORK SALES

Appointment of Paul A. Maguire as manager of the newly established Philadelphia office of NBC Radio Network Sales was announced today by William K. McDaniel, Vice President in charge of NBC Radio Network Sales. He will report to Harry Hobbs, Eastern Sales Manager. The new office is located in the Architects Building, 117 South 17 Street, Philadelphia.

Mr. Maguire has had 20 years of experience in the advertising field with agencies, newspapers, radio and television. He was an account executive with NBC Radio Spot Sales for five years and before that was an account executive with Henry I. Christal, radio station representative.

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ARTHUR W. HEPNER IS NAMED COORDINATOR,  
NBC NEWS INFORMATION SERVICES

Arthur W. Hepner has been named Coordinator, NBC News Information Services.

Mr. Hepner joined NBC as a writer on "Monitor" in March, 1955. In 1956 he was assigned as a writer to NBC News.

Before joining NBC, he was with CBS News and with the St. Louis Post-Dispatch. He is a graduate of Harvard University and a Nieman Fellow.

He lives in New York City with his wife and son.

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# NBC OWNED STATIONS DIVISION

# News

## SHERMAN C. HILDRETH IS APPOINTED DIRECTOR, STATION TECHNICAL FACILITIES, FOR NBC OWNED STATIONS

Sherman C. Hildreth has been appointed Director, Station Technical Facilities, for the NBC Owned Stations, it was announced today by P. A. (Buddy) Sugg, Executive Vice President, NBC Owned Stations and NBC Spot Sales.

Mr. Hildreth joined NBC in Washington as a radio engineer in 1944. He became an engineer for WRC-TV, the NBC Owned television station in that city, four years later, and was named technical director and studio field supervisor in 1950. After serving as manager of technical operations for WRCA and WRCA-TV, New York, in 1955, he was appointed Director of Station Operations Facilities in 1956.

Before coming to NBC, Mr. Hildreth had been a radio engineer for WJAX, Jacksonville, Fla., and WCSC, Charleston, S. C.

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NBC-New York, 6/5/59



JACK TRACY  
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N.Y.

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ROBERT W. SARNOFF SAYS ENLIGHTENED USE OF MASS COMMUNICATIONS  
CAN HELP SOLVE TECHNOLOGY'S HARVEST OF PRESSING HUMAN PROBLEMS

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Addresses Graduates of Franklin and Marshall College After  
Receiving Honorary Degree of Doctor of Laws

LANCASTER, PA., June 8 -- Modern technology's harvest of pressing human problems, from urban slums to global survival, can be solved only through enlightened use of its own tools of mass communications, Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, declared here today in an address at the 172nd annual commencement of Franklin and Marshall College.

Mr. Sarnoff, who received an honorary degree of Doctor of Laws, told the graduates that scientific and technological advances have been creating new human problems and aggravating old ones faster than man seems able to cope with them. Among the problems, in addition to those posed by man's "push-button power over his own survival," he listed the population explosion, African and Asian nationalism, waste of natural resources and technological unemployment.

Fortunately, he added, technology has also created communications of the same expanded dimensions as the problems. He called mass communications "the arteries that bind our complex society together." Without "these channels of print, film and electronics," he added, "it would be impossible to sustain the democratic process, or to maintain the movement of goods and services upon which a prosperous free economy depends."

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2 - Robert W. Sarnoff -- Lancaster Address

Mass communications offer "the only feasible public forum," Mr. Sarnoff said, for recognizing the urgency of society's problems, thrashing them out and finding broad solutions. Above all, he said, they "can and must serve as bridges of understanding across the gulfs of distrust and hostility that divide the world."

At the same time he cautioned that mass communications offer no panacea but carry their own limitations and create their own problems. Among these, he cited the lack of an even two-way flow of information between the mass media and individual citizens, and between different countries; the fact that fewer than 6% of American cities now have competing newspapers under separate ownership, and fears that the mass media made for conformity, superficiality and passivity. Such fears are exaggerated, he added, but "certainly they do not go unheeded by conscientious editors, broadcasters and producers."

Television is only starting to fulfill its promise, Mr. Sarnoff said. "Its growth as a medium of entertainment and information," he explained, "has been so phenomenal that the development of educational television seems stunted by comparison. Yet important advances have been made." He pointed out that NBC had introduced regular college-level instruction to network television with "Continental Classroom," which will be expanded next fall to present a two-semester course in Modern Chemistry, televised in color, as well as reruns of this season's course in Atomic Age Physics.

Compensating to some extent for the sharp decline in the number of newspapers in the U. S., from 2,600 in 1910 to 1,751 in 1959, Mr. Sarnoff noted, has been the growth of radio and television.

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3 - Robert W. Sarnoff -- Lancaster Address

With almost 3,900 radio stations and 564 television stations on the air, he said, the U. S. now has about two and a half times as many broadcasting stations as newspapers.

"Some criticize the mass media for disseminating trivia," he continued. "This complaint always carries me back to an 18th Century London drawing room, where, as James Boswell reported, 'a gentleman maintained that the art of printing had hurt real learning, by disseminating idle writings.' It was the same gentleman, by the way -- Boswell never identified him -- who maintained that 'a general diffusion of knowledge among a people was a disadvantage, for it made the vulgar rise above their humble sphere.'

"A mass medium by its very nature must reflect the interests of the society it serves in all their rich diversity. If it tries to please only a high level of taste, it is no longer a mass medium. This, too, is a limitation, but not a rigid one, for the media must also take a lead in offering broadened cultural and informational opportunities, and to the extent that the public responds, the level of mass fare will rise."

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NBC-June 8, 1959



Commencement Speech by Robert W. Sarnoff  
Chairman of the Board, National Broadcasting Co.  
at Franklin and Marshall College  
Lancaster, Pennsylvania  
June 8, 1959

IN REPLY TO SYDNEY SMITH

This is a day that recalls some little known words of Alfred North Whitehead, under whom I was privileged to study. Once he was approached in the Harvard Yard by a graduate student who eagerly sought the great professor's views on a new theory in symbolic logic. Whitehead, who had a stammer, listened patiently and then replied: "I would take that theory with a grain of...uh...with a grain of...uh...". The student, a rather impatient young man, interjected: "You mean a grain of salt." Whitehead nodded with a twinkle and said: "I knew it was some chemical!"

Commencement Day is one of those occasions when the trite phrases form themselves in the listener's ear even before they have left the speaker's mouth. I shall try earnestly to alter the process today, but I cannot promise to speak in praise of vice and folly or to urge the Class of '59 to gather rosebuds, abandon hope and reject the world.

I am very grateful for the privilege of joining you. There are too few times in our lives when we feel compelled to pause and reflect on where we have been and where we are going and to survey the panorama of life about us. Certainly today is that kind of golden milestone for you graduates, and the rest of us can stop to share the perspective. The long view is a luxury because of the swift pace of

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events in today's world, and for the same reason, it is more than ever a necessity.

Viewed in the broad sweep of time, the world has changed more radically and rapidly in the years since today's graduates were born than in any comparable period in history. For the first time, man has attained push-button power over his own survival. He has unlocked the gate to a new age of exploration -- the exploration of outer space. Man has begun to travel faster than the speed of sound and to transmit events as swiftly as the velocity of light. The nucleus of the atom is yielding the promise of an infinite supply of power. And the electron has produced marvels that rival the genie in the bottle -- from microscopes to missile systems, from electroluminescence to machines that can process information, work out complex problems and run factories far more efficiently than any human being.

These monumental advances of science and technology are accelerating under our eyes. We can expect them to multiply in our lifetime. They do not result from a lucky breakthrough, nor can they be credited simply to the cumulative effect of man's growing knowledge over the centuries. For the first time in history, they are being deliberately and systematically developed on a massive scale.

The Industrial Revolution was a haphazard affair by comparison. The inventions of the 18th and early 19th Centuries were mostly the work of ingenious mechanics, often amateurs. Scientific principles were applied often before they were understood. The universities had no taste for technology, and the early entrepreneurs did not look to science. Inventors tried to reproduce by mechanical means the movements which for centuries had been performed by human hands, and then to harness steam power.

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Today systematic research is a common denominator of all industry. If we consider it as an industry itself, it is one of the nation's biggest and certainly the fastest growing. Industrial scouts have beaten a path to college personnel offices for recruits, and engineers have won a secure place in top management. We are now spending more than \$10 billion a year on research -- twice what we spent as recently as 1953, and more than twenty times as much as we spent in any year before World War II. Almost half of all American manufacturing companies are working on new products. Here in Lancaster the products that now account for over 80% of RCA production were not even in existence 10 years ago.

On the frontier of electronics, scientists are making computer circuits smaller and smaller to save critical space and weight in satellite systems and rockets. Their progress so far has been staggering. Through the use of tiny elements called micro-modules, they have achieved compactness making possible a radio the size of a lump of sugar. Today they are building micro-modules whose packing density approaches 600,000 components per cubic foot, and within the next few years they expect to cram as many as 100 million components into a cubic foot. As a result, a so-called logic circuit, which can calculate, sort, "remember" and control the flow of information, will need to occupy hardly more space than a human skull. This density of 100 million components per cubic foot is still exceeded by the human brain, whose basic components -- neurons -- are so compact that upwards of 100 billion could fit into the same space. Yet it may surprise and perhaps appall you to learn that a machine can bear comparison.

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Just how far technology is carrying us is suggested amusingly in a General Motors engineer's description of man himself. It goes like this: "Man is a complete, self-contained, totally enclosed power plant available in a variety of sizes and reproducible in quantity. He is relatively long-lived, has most major components in duplicate, and science is making rapid strides toward solving the spare parts problem. He is waterproof, amphibious, operates on a wide variety of fuels, enjoys thermostatic controlled temperature, circulating fluid heat, evaporative cooling; has sealed, lubricated bearings, audio and optical direction and range finders, sound and sight recording, audio and visual communication, and is equipped with an automatic control called a brain."

The society that could produce that definition provokes a disturbing question: Does man dominate the machine, or does the machine dominate man? Throughout the ages, going back to the legends of Prometheus and Icarus, men have feared the consequences of their own powers of invention. Almost 150 years ago in England, a group of masked men who called themselves Luddites went on a futile rampage, breaking the machines whose clatter was the birth cry of the Industrial Revolution. They saw machinery not only as a threat to their livelihood but as the symbol of a force somehow hostile to mankind. As machinery and a mechanistic society grew more sophisticated, so did their critics. The notion that machines would free men for greater happiness drew brilliant rebuttals from such commentators as Charlie Chaplin in "Modern Times" and Aldous Huxley in "Brave New World." Only last month, Professor Norbert Wiener, the father of cybernetics, invoked the story of the sorcerer's apprentice to warn that the miraculous machines man is creating may produce results beyond his control.

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Today the human benefits of our science and technology are visible on all sides in greater health, life expectancy, living standards, leisure and education. Yet there is no question that scientific and technological advances have been creating new human problems, and aggravating old ones, faster than man seems able to cope with them. Overshadowing all of them is the threat of global catastrophe, a deadly new plague peculiar to the weapons of the mid-Twentieth Century. Some would have us believe that these weapons have made war obsolete, but that is not necessarily the view of all the men who brandish them. The clash between freedom and tyranny, though never on so broad a front, is nothing new to historians; it is technology that gives it a unique and dreadful potential.

Technology has also fanned the restless nationalism of Asia and Africa. The 21 countries with a population of 750 million which have won independence since the end of World War II are driven not only by anti-colonialism and racial pride but by the knowledge that the tools of a fuller material life are within their grasp.

By its very triumph over disease, modern medicine has spawned an explosive population growth with problems that may prove harder to cure. It is a condition that is creating and will intensify dangerous frictions between neighbors as well as nations. Not only does it make for population pressures that have led traditionally to the bursting of national boundaries, but it confronts our communities with shortages of everything from sanitation to education, and it clogs our cities with congestion that breeds crime and delinquency.

Our vaulting living standards are sustained in large part by a profligate use of natural resources, some of them irreplaceable; conservation is the kind of problem that gets treatment or becomes a

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plight. Then there is the specter of technological unemployment. Ultimately, technology will create enough new jobs and new leisure to take up the slack resulting from spreading automation, but there are bound to be painful strains and dislocations in the process.

The list of problems in our brave new world stretches on. They may be touched off or accelerated by the rise of the machine, but to an extraordinary degree, they are ancient problems of man himself -- problems of distrust, ignorance, misunderstanding, irresponsibility, lack of vision. Old problems, true, but with frightening new dimensions: the stakes are greater, the risks higher, the pressures more urgent than ever before. Fortunately, technology has also provided us with tools of the same expanded dimensions for coping with these oversized problems.

Archibald MacLeish describes these tools this way: "The development of the instruments of mass communication makes it possible for the first time in human history to reach great numbers directly and peacefully and vividly and humanly with an expression of the lives and manners and customs and the arts of people of other nations.... Our technology, wiser than we, has given us the unforeseen and unforeseeable means of worldwide understanding at the moment when worldwide understanding is the only possible means of lasting peace."

Indeed, to pursue the theme sounded by Mr. MacLeish, it strikes me that our mass media are hardly less important on the national scale or at the community level. Communications are the arteries that bind our complex society together and keep a steady, vital flow of information, knowledge, culture and diversion moving throughout the body politic. Without these channels of print, film

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and electronics it would be impossible to sustain the democratic process, or to maintain the movement of goods and services upon which a prosperous free economy depends.

Where technology has triggered the population explosion, it has also provided the means to reach, inform and unify the multiplying millions with the intimacy of a town crier but with speed and vividness never before within man's power. Where it may produce dislocations in employment, technology also provides the swift means of information and transportation that give our labor force unprecedented mobility. Where it has created highways choked with automobile traffic, it has also created radio to advise the harried motorist of the least crowded route. Where it gives rise to such problems as conservation, slums, juvenile delinquency, it also furnishes the only feasible public forum in which we may recognize the urgency of those problems, thrash them out and set about solving them on a broad basis. Above all, the communications fashioned by our modern technology can and must serve as bridges of understanding across the gulfs of distrust and hostility that divide the world.

Consider some of the achievements we already owe to modern communications. In 1820, the English wit Sydney Smith asked derisively: "In the four corners of the globe, who reads an American book, or goes to an American play, or looks at an American picture or statue?" Across the years, thanks no less to the mass media than to our writers and artists, we can reply: "Who, indeed, does not?" And the phonograph and radio enable any of us today to hear more great music, and by a greater variety of artists, than any princely patron in history. For the first time, because of movies and television, there are few Americans indeed who have not experienced opera, ballet

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and Shakespeare, a steel mill in operation, discussion and debate by brilliant minds, Broadway plays, a national political convention or the face of a China torn from its dynastic roots by revolution.

Television is only starting to fulfill its vibrant promise. Its growth as a medium of entertainment and information has been so phenomenal that the development of educational television seems stunted by comparison. Yet important advances have been made, both on the air and in closed-circuit school television, not only on educational stations but through the national facilities of a commercial network.

In the season just ending, the NBC Television Network presented a college-level atomic physics course that was seen on weekday mornings over 150 stations across the country, and offered for credit by 265 colleges and universities. This was the first project of its kind undertaken on so vast a scale and in response to so urgent a national need. Its more than 400,000 viewers formed history's largest classroom. Some of the most avid students were teachers, and the course gave thousands of them an opportunity they had not taken since their college days -- an opportunity to watch other teachers teach a complex, changing subject that relies heavily on demonstration. As a result, according to a national survey, more than 80% of the teachers who watched the techniques of outstanding professors on this program are changing their own demonstration methods. It is evidently useful even for teachers to communicate with teachers. Next Fall, as some of you may know, we will repeat our "Continental Classroom" physics course and we will introduce a daily chemistry course. Our decision to televise the chemistry

(more)



course in color, which, of course, is especially suited to the subject, harnesses the latest technical advance of the medium to its most specialized advance in public service.

I do not suggest that our mass communications, for all the magic of their panoramic reach and eloquence, represent a panacea for the ills of the world. Of course, they are themselves part of our technology. They have their own limitations and they create their own problems. All communication must bridge a gap across the slippery terrain of language and symbols and the pitfalls of semantic confusion. One present great shortcoming of our mass media is that they do not yet accommodate an even two-way flow. The reader does not write to the editor on the same terms that the editor writes for the reader, and too often he does not write to the editor at all. Television can bring America the sights and sounds of an Africa in ferment, but the same means do not yet exist for the African to gain a direct view of America.

In another area, there is the problem of increasing centralization, which cuts down the diversity of opinion and dissent readily available to the average American. In 1910, when our population was 92 million, we had some 2,600 daily newspapers. Today, with our population almost doubled, we have only 1,751; and fewer than 6% of our cities have competing newspapers under separate ownership. There are fourteen states without any competing newspaper ownership. Of course, this has been offset to some extent by the rise of radio and television. Since 1946, television stations have grown from 10 to 564, and radio stations from about 1,000 to almost 3,900. That means that the United States now has about two and a half times as many radio and television stations as newspapers.

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Many students of mass communications fear that they encourage conformity, superficiality and passivity. I believe these fears are exaggerated, but certainly they do not go unheeded by conscientious editors, broadcasters and producers. Some criticize the mass media for disseminating trivia. This complaint always carries me back to an 18th Century London drawing room, where, as James Boswell reported, "a gentleman maintained that the art of printing had hurt real learning, by disseminating idle writings." It was the same gentleman, by the way -- Boswell never identified him -- who maintained that "a general diffusion of knowledge among a people was a disadvantage, for it made the vulgar rise above their humble sphere." A mass medium by its very nature must reflect the interests of the society it serves in all their rich diversity. If it tries to please only a high level of taste, it is no longer a mass medium. This, too, is a limitation, but not a rigid one, for the media must also take a lead in offering broadened cultural and informational opportunities, and to the extent that the public responds, the level of mass fare will rise.

In the last analysis, mass communications, like other scientific wonders, are merely tools and techniques. How well they are managed, how well all the responsibilities of citizenship are discharged, will depend in time on the Class of '59 and the classes still to come. The world has shrunk so drastically in our time it may seem that man has grown. It is only an illusion. That totally enclosed power plant called man still comes in the familiar model. I hope that the latest products have benefited from the mistakes of earlier production, but essentially they must depend upon the

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qualities that have kept this model going -- a judicious mixture of faith and doubt, devotion to freedom, the spirit of service and the spark of creative leadership. We need scientists and engineers, and specialists of all kinds. But just as much, perhaps more, we need men with deep roots in our intellectual and spiritual heritage and a broad grasp of the world we live in, men who can lend substance to our forms, direction to our techniques and purpose to our tools.

It is traditional for a commencement orator to offer some advice. I think it is enormously important for you to strive for leadership, but depending upon your own individual temperament, nothing I could say would persuade you to accept that role -- or keep you from seizing it. However, I would urge all of you most earnestly to cultivate a sense of responsibility for the world in which you live and to take an active part in its affairs at whatever level you find yourself. To do less is to abdicate to others who may well be inferior in preparation, equipment and intentions.

I hope you have learned in the years of your formal schooling how little man knows, and how little of that you know. I hope you have also learned how to learn, and that you will apply that skill for the rest of your life. The two distinguished Americans for whom this institution is named had less formal education between them than any one of you has enjoyed on this campus alone. But they never stopped educating themselves. It was a wise man named Solon who said: "I grow old, constantly learning many new things."

Congratulations on this happy day, and the best of luck. I hope you will enjoy the feeling of sitting on top of the world before you begin to feel its weight on your shoulders. Thank you.



NBC TELEVISION NETWORK



NEWS

June 8, 1959

'FIVE FINGERS,' NEW ONE-HOUR SERIES OF INTERNATIONAL INTRIGUE

DRAMAS STARRING DAVID (AL) HEDISON AS U. S. AGENT,

WILL START IN FALL ON NBC-TV NETWORK

"Five Fingers," a new one-hour series dealing with international intrigue at high stakes, will make its debut this Fall on the NBC-TV Network, it was announced today by David Levy, Vice President, NBC Television Network Programs and Talent.

The filmed series, produced by Herbert Swope Jr. for Martin Manulis Productions, stars David (Al) Hedison as a counter intelligence agent, and introduces Italian actress Luciana Paluzzi as Marquise Simone Genet. Restaurateur Mike Romanoff and singer Greta Keller play feature parts in the opening program.

"Five Fingers" is based on the spy story, "Operation Cicero," by L. C. Moyzisch, which was made into a motion picture with James Mason. It is the story of an American agent assigned to break up a Soviet espionage ring by joining its rank-and-file. To conceal his true identity, he goes by the name "Five Fingers."

Victor Sebastian (Hedison) is known to most people as a theatrical agent who books musical performers for plush cafes and casinos in European capitals. To a select few, he is known as a valuable agent for Russia. Actually, he is a counter-intelligence agent for the U. S. Government. Under surveillance by the Russians, Sebastian constantly runs the risk of discovery and death.

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2 - 'Five Fingers'

"Five Fingers" will be packaged by 20th Century Fox Television. Dick Berg is the writer of the opening program, and Robert Stevens the director. Berg, recently signed to an NBC contract as writer-producer and consultant, also wrote the script for the pilot film of "Johnny Staccato," another new series on NBC-TV's Fall schedule. Director Stevens' credits include "Alfred Hitchcock," "Playhouse 90," "Pursuit" and "Suspicion."

Hedison has appeared in the films "The Fly" and "The Enemy Below" and, soon-to-be-released, "Son of Robin Hood." Although this is Miss Paluzzi's first appearance in the U. S., she has played in 25 European films.

Executive Producer Manulis, former producer of "Climax" and "Playhouse 90," is now in charge of all TV production for 20th Century Fox.

Swope, one of the original producers of "Wide Wide World," has also produced "Lights Out" and "The Clock," both on NBC-TV. He was alternate director of "Robert Montgomery Presents," a post that won him the "Look Magazine TV Award" and the "TV Guide Award." He also directed a memorable production of John O'Hara's "Appointment in Samarra."

Other credits for "Five Fingers" are: David Raskin, music; Joe MacDonald, photography; Charles LeMaire, costumes.

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NBC-New York, 6/8/59



NBC TELEVISION NETWORK



NEWS

June 8, 1959

NBC SENDING THREE-MAN UNIT TO MOSCOW TO SUPERVISE PRODUCTION  
OF COLOR PROGRAMMING AT THE AMERICAN NATIONAL EXHIBITION

The National Broadcasting Company will send a three-man unit to Russia this Summer to supervise production of color programming at the American National Exhibition in Moscow, it was announced today by Alfred R. Stern, Director, International Operations.

During the six-week exhibition, which starts July 25, NBC will utilize two RCA live color cameras and 16-mm. film and slide facilities to present eight hours of color programming each day.

The studio from which the NBC unit will produce at least four hours of live telecasts daily will be a glass-walled area inside a multi-level building where Soviet visitors -- who have never seen color television -- can observe the productions from all angles. In addition, 20 color monitors will be placed throughout the entire exhibition area at Sokolniki Park for the expected 4,000,000 visitors.

Live programming will include such areas as "man on the street," quiz shows and a series of telecasts based on other exhibitors at the park. The NBC production unit also expects to utilize American entertainers visiting the exhibition and to showcase all available Russian talent.

(more)



2 - American National Exhibition in Moscow

American industrial firms and the motion picture industry have contributed color films, and many of the companies involved have agreed to make Russian soundtracks. Virtually all programming, live and film, will be in Russian.

The NBC unit, under the direction of Richard L. Berman, Manager, International Facilities, includes: Michael R. Gargiulo, project director; Richard Gillaspy, TV director; and George Malko, production assistant and interviewer (Malko speaks fluent Russian).

The unit will arrive in Moscow to start setting up facilities about the middle of June, Mr. Stern said.

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NBC-New York, 6/8/59



# MONITOR

THE NBC WEEK-END RADIO SERVICE

'MONITOR' STARTS FIFTH YEAR ON NBC RADIO NETWORK JUNE 12

- - -

Staff Will Join in Two-Day Observance, 'Monitor: Inside Out'

The NBC Radio Network's "Monitor" -- which enters its fifth year Saturday, June 12 -- will mark the anniversary with a special feature, "Monitor: Inside Out," in which staff members describe the program's behind-the-scenes operations.

The staff also will reminisce about the amusing and memorable moments on "Monitor" during the past four years, during which the program has logged a total of 6,550 hours on the air.

Participants in "Monitor: Inside Out," which is scheduled at various times throughout the day on Saturday, June 12 (8 a.m. to 12 midnight EDT) and Sunday, June 13 (10:30 a.m. to 12 midnight EDT) are: Albert L. Capstaff, Vice President, NBC Radio Network Programs; Marx Loeb, producer; Burroughs H. Prince, managing editor; Paul Jonas, sports editor; Priscilla Blackstone, program supervisor; entertainment editor Fitzgerald Smith; Sue Salter, entertainment coordinator; Murray Burnett, segment producer; Rocco Tito, commercial manager; writers Bill Bales and Bernie Kahn; reporter Jay Miller; Jessica Overwise, production assistant; and Tedi Thurman, the program's "weather girl."

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NBC-New York, 6/8/59





June 8, 1959

PRESIDENTS OF 3 EUROPEAN COMMUNITIES, ON VISIT  
TO U. S., WILL 'MEET THE PRESS'

The three Presidents of the European communities will be the guests on "Meet the Press," in a departure from the program's usual one-guest format, Sunday, June 14 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

They are Dr. Walter Hallstein of West Germany, President of the European Economic Community (the Common Market); Etienne Hirsch of France, President of the European Atomic Energy Community (Euratom), and Paul Finet of Belgium, President of the Coal and Steel Community.

They will be interviewed by Edwin Dale of the New York Times, Max Freedman of the Manchester Guardian, Marquis Childs of the St. Louis Post-Dispatch, and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." The major part of the questioning will be directed at Dr. Hallstein.

The three Presidents arrive in Washington tomorrow (Tuesday, June 9) on an official visit at the invitation of Secretary of State Christian A. Herter. A Washington spokesman for the communities said that the visit emphasizes their unity of purpose in working toward economic and political unification of the six member nations -- France, West Germany, Italy, Belgium, the Netherlands and Luxembourg.

"Meet the Press," a Public Affairs presentation of NBC News, will be telecast live from Washington. Ned Brooks will be moderator.

-----O-----





June 8, 1959

## NBC-TV NETWORK COLORCAST SCHEDULE

For Week of June 14 - 20 (All Times EDT)

Sunday, June 14

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

9-10 p.m. -- "The Chevy Show" -- starring Janet Blair and John Raitt, with tonight's guests Joe Bushkin, Eddie Foy Jr. and Gloria Kreiger.

Monday through Friday, June 15 - 19

2:30-3 p.m. -- "Haggis Baggis" with Dennis James as emcee.

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Monday, June 15

10-10:30 p.m. -- "The Arthur Murray Party."

Tuesday, June 16

8:30-9 p.m. -- "The Jimmie Rodgers Show" -- Jimmie welcomes Johnny Puleo and his Harmonica Rascals as his guests tonight.

Wednesday, June 17

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Thursday, June 18

9:30-10 p.m. -- "The Ford Show" -- Cliff Arquette is Tennessee Ernie's guest tonight. (more)



2 - NBC-TV Network Colorcast Schedule

Thursday, June 18 (continued)

10:30-11 p.m. -- "Masquerade Party" -- Bert Parks is host.

Friday, June 19

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat film is  
"War Sign."

8-9 p.m. -- "Ellery Queen" -- Lee Philips stars as the writer-sleuth, who investigates the mystery of "The Chemistry Set" tonight. Guest stars are Jeff Donnell, Conrad Nagel and Ruth Warrick. (Repeat)

Saturday, June 20

8-9 p.m. -- "Perry Presents Teresa Brewer, Tony Bennett and The Four Lads."

-----o-----

NBC-New York, 6/8/59

Journal of Social Justice

22.0% - 2000-01-01



# TRADE NEWS

JACK TRACY  
ROOM 320

2 COPIES X-H

June 9, 1959

TEXACO SIGNS FOR FULL SPONSORSHIP OF "HUNTLEY-BRINKLEY REPORT,"  
NBC NEWS' MONDAY-THROUGH-FRIDAY (6:45-7 P.M. NYT) TELECASTS

- - -  
Purchase, Effective June 29, Represents Biggest Order  
for News Ever Placed by a Single Sponsor

Texaco has signed for full sponsorship of the NBC Television Network's award-winning program, "NBC News -- The Huntley-Brinkley Report" (Mondays through Fridays, 6:45-7 p.m. NYT) beginning Monday, June 29, it was announced today by S. C. Bartlett, Vice President in charge of Texaco's Domestic Sales Department, and Walter D. Scott, Executive Vice President, NBC Television Network.

The order for the program, to be called "Texaco Huntley-Brinkley Report," is the biggest order for news ever placed by a single sponsor. Negotiations were handled by Cunningham & Walsh Inc., Texaco's advertising agency.

In making the announcement, Mr. Bartlett said the program would retain its present format. Known as television's most comprehensive news report, it features Chet Huntley, from New York and David Brinkley from Washington, reporting news of world and national events gathered through NBC's worldwide news organization.

(more)



2 - 'Texaco Huntley-Brinkley Report'

"Texaco's policy," said Mr. Bartlett, "has always been to sponsor public service presentations and entertainment of the very highest quality. We are pleased to become associated with a program that is widely recognized as the most comprehensive news report on television."

In 1958, "The Huntley-Brinkley Report" received this citation in the Saturday Review Award to NBC News: "The team of Chet Huntley and David Brinkley perform responsibly at a general level much above what passes for news coverage elsewhere. This program, as a matter of fact, is symptomatic of the general emergence of NBC as the leader in radio and television news coverage."

Chet Huntley has won two Peabody Awards, the duPont Commentator Award and the Overseas Press Club Award. He has nearly 25 years experience as a broadcast journalist. Also a duPont Commentator Award winner, David Brinkley is a veteran of more than 15 years with NBC.

Among the news awards the program has received in the past year have been the recent "Emmy" presented by the National Academy of Television Arts and Sciences, the George Foster Peabody Award, the National Education Association School Bell Award and the Saturday Review of Literature Award.

"Texaco Huntley-Brinkley Report" will continue under the supervision of William R. McAndrew, Vice President, NBC News, with Reuven Frank as producer and Eliot Frankel as associate producer.

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NBC-New York, 6/9/59





# TRADE NEWS

June 9, 1959

## COLGATE-PALMOLIVE TO SPONSOR 'COLGATE WESTERN THEATRE,' FRIDAY NIGHT SERIES WITH TOP STARS ON NBC-TV NETWORK

Stars of Hollywood movies and NBC-TV Network programs will be presented on the "Colgate Western Theatre," a Western anthology film series, Friday nights on NBC-TV from July 3 through Sept. 4 (9:30 p.m. EDT).

James Stewart will lead the list of top-name performers when he stars on the premiere program July 3. Other stars, on subsequent dates, will be Ronald Reagan, Lee Marvin of NBC-TV's "M Squad," Dale Robertson of NBC-TV's "Tales of Wells Fargo," George Montgomery of NBC-TV's "Cimarron City," Robert Cummings of NBC-TV's "Bob Cummings Show," Rod Cameron, Joanne Dru, Steve Cochran and Keenan Wynn.

The "Colgate Western Theatre" will be sponsored by the Colgate-Palmolive Company, through the Ted Bates and Company, Inc., agency. The programs, previously presented on various other TV series, will take the time spot of "The Thin Man," which ends its current run June 26.

(more)



2 - 'Colgate Western Theatre'

Following is the schedule of dates, story titles and stars of the "Colgate Western Theatre" --

<u>DATE</u>	<u>TITLE</u>	<u>STAR</u>
July 3	"The Windmill"	James Stewart
July 10	"The Coward of Fort Bennett"	Ronald Reagan
July 17	"The Castaway"	Ronald Reagan
July 24	"Easy-Going Man"	Lee Marvin
July 31	"The Hole-in-the-Wall Gang"	Dale Robertson
Aug. 7	"Thousand Dollar Gun"	George Montgomery
Aug. 14	"Too Good with a Gun"	Robert Cummings
Aug. 21	"Killer on Horseback"	Rod Cameron
Aug. 28	"The Mirror"	Joanne Dru
Sept. 4	"Outlaw Boots"	Steve Cochran and Keenan Wynn

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NBC-New York, 6/9/59



June 9, 1959

DAVID BRINKLEY WILL EXPLORE VENICE--ITS CANALS, LANDMARKS  
AND HISTORIC ROLE--FOR FULL-HOUR NBC NEWS TV SPECIAL

NBC News is planning a special one-hour television program featuring David Brinkley in a water-borne tour of Venice, it was announced today by William R. McAndrew, Vice President, NBC News.

In the filmed program, Brinkley will explore the Grand Canal, St. Mark's Square and other Venetian landmarks and canals. The NBC News commentator will examine the city's role in history and the efforts to make a place for it in the modern world.

Brinkley won critical acclaim recently for the wit and style of his commentary in the NBC News special, "Our Man in the Mediterranean," in which he traveled from Egypt around the Mediterranean to Spain.

The NBC News special on Venice will be produced by Reuven Frank, who was producer of "Our Man in the Mediterranean."

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2007.07.09

WILSON, ALICE ATT-WOMAN WESTON WITH MELVIN GUY,  
JULIA M. WILSON AND MELVIN GUY-100% OWNED

STANDARD LOGGING IS LOCATED AT 2007.07.09  
IN BENTON COUNTY, WASHINGTON. THE COMPANY IS INVOLVED  
IN LOGGING. THE COMPANY HAS 31 EMPLOYEES IN TOTAL AND IS LOCATED  
AT 2007.07.09. THE COMPANY IS OWNED 100% BY MELVIN  
GUY AND ALICE ATT-WOMAN WESTON. MELVIN GUY IS THE PRESIDENT  
AND ALICE ATT-WOMAN WESTON IS THE VICE PRESIDENT OF THE  
COMPANY. THE COMPANY IS LOCATED AT 2007.07.09.  
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'YOUNG DOCTOR MALONE' TV SERIES TO BE AN NBC PRODUCTION PACKAGE

- - -

Carol Irwin Named Producer of Monday-through-Friday Dramas

The popular Monday-through-Friday dramatic serial "Young Doctor Malone" will be taken over as a production package by NBC starting with the program of June 29 (NBC-TV Network, 3 p.m. EDT). The series will be produced by Carol Irwin for NBC.

Miss Irwin is the noted producer and packager of "I Remember Mama" which had an eight-year run on the air. She also produced "Claudia" and the recent "Fannie Hurst Show." Miss Irwin was formerly with Young and Rubicam, where she headed the daytime radio department.

Miss Irwin, who hails from Philadelphia, was also a writer of the "Second Mrs. Burton" radio series, as well as many TV plays. She has been a director as well as producer. In the "Young Doctor Malone" series she will take full charge for NBC.

Due to the withdrawal of writer Julian Funt from the series effective June 26, Miss Irwin will select a new writer shortly. The cast is expected to remain the same. The program started on TV Dec. 27, 1958.

The latest Trendex report (May) shows "Young Doctor Malone" -- with a 4.2 rating and a 35.3 share of audience -- leading its competitors in the same time period for the first time since the show began on NBC-TV in December. In share of audience, "Young Doctor Malone" has risen from a 20.1 in January to a 35.3 in May.

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NBC-New York, 6/9/59



JACK TRACY  
ROOM 320

2 COPIES X-H



June 9, 1959

GENE KELLY AND VICTOR BORGE TO HEADLINE 'PONTIAC STAR PARADE'  
SERIES OF EIGHT FULL-HOUR COLORCAST SPECIALS ON NBC-TV;  
OTHER TOP STARS FOR SHOWS WILL BE ANNOUNCED

- - -

Pontiac Motor Division of General Motors to Sponsor Programs

Two outstanding entertainment personalities -- Gene Kelly and Victor Borge -- will headline the "Pontiac Star Parade" series of eight one-hour live or tape specials to be colorcast over the NBC-TV Network during the 1959-60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The Pontiac Motor Division of General Motors Corporation will sponsor the programs. Kelly will figure in three productions and Borge in one, with additional top-calibre stars to be announced. One of the other four shows will be devoted to showcasing fresh young talent.

Borge, whose "one-man shows" on television and Broadway have consistently attracted record audiences, will be seen on NBC-TV on a Friday early in the season from 10-11 p.m. NYT. The exact date will be announced soon.

Kelly, who won unanimous critical acclaim for his performance in "Dancing - A Man's Game" on NBC-TV's "Omnibus" program last season, will produce or star in colorcasts on Thursday, Dec. 10 (8-9 p.m. NYT);

(more)



2 - 'Pontiac Star Parade'

Friday, March 18 (8:30-9:30 p.m. NYT), and on May 11 (10-11 p.m. NYT). Kelly will produce and star in the first colorcast, and his production company, Kerri Productions Inc., will produce the second. His third production will be a repeat showing of a telecast presented on CBS this past season.

In August, Victor Borge will return to his native Copenhagen to tape a large portion of the material to be used on his "Pontiac Star Parade" special. Utilizing the natural beauty of Denmark as his "set," Borge will perform in a variety of settings ranging from outdoor amphitheaters to some of the country's better-known scenic wonders. In addition to his own comedy and music, he will present the art of his native land as interpreted by other musicians, singers and dancers. The program will be entertainment with "live scenery."

MacManus, John and Adams represents Pontiac for the series of eight specials.

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NBC-New York, 6/9/59



# NBC RADIO NETWORK NEWS

JACK TRACY  
ROOM 320

2 COPIES X-H

June 10, 1959

NBC RADIO NETWORK TO PRESENT 10 HOURS OF NEXT WEEK'S (JUNE 15-19)

"IT'S NETWORK TIME" IN STEREOPHONIC SOUND IN 15 CITIES

-----  
This Will Be Largest Multi-City Station Hookup Using Stereo

Continuing its pioneering efforts in stereophonic sound, the NBC Radio Network will present 10 hours of stereo broadcasting next week over the largest multi-city hookup of stations in radio history.

NBC Radio's "It's Network Time" will be broadcast stereophonically on AM and FM channels Monday through Friday (June 15-19) over stations in 15 cities, including New York, Washington, Pittsburgh, Cleveland and Chicago.

The two-hour broadcasts daily will use the compatible stereo system developed by Bell Telephone Laboratories. With this system, either the AM or FM channel can be received separately on normal radio sets in excellent monaural sound, without diluting the stereo effect obtained through the use of both channels simultaneously.

Co-hosts Frank Blair and Don Russell of "It's Network Time" said they have planned a variety of special features for Skitch Henderson and his orchestra and a roster of outstanding guest performers. The guests will include comedienne Pat Carroll and vocalists Pat Suzuki, Pat Kirby, Betty Johnson, June Valli, Merv Griffin and Jack Haskell.

(more)



Less than a year ago, the first multi-city transmission of stereophonic sound in radio was demonstrated by the NBC Radio Network when it presented broadcasts of "The Telephone Hour" (June 30, 1958) and "Bert Parks' Bandstand" (July 1) through the facilities of the NBC-owned stations in New York, Chicago, Washington and Pittsburgh.

These broadcasts were the culmination of months of concentrated research and testing, including numerous studio experiments.

Two weeks later (July 14), "Bert Parks' Bandstand" again was broadcast stereophonically in these same cities and in Hartford, Conn. The NBC Radio Network also joined with the NBC Television Network in presenting a simulcast of "The George Gobel Show" (Oct. 21) which marked the first use of stereophonic sound on a nationwide program. The first network use of "fully compatible" stereophonic sound made possible by the Bell development was demonstrated during "The Perry Como Show" on the NBC Radio and NBC Television Networks Feb. 28.

Stations participating in next week's broadcasts are WJW, Cleveland; WTIC, Hartford, Conn.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WRCA, New York; WAMP-WFMP, Pittsburgh; WHAM, Rochester, N. Y.; WGY, Schenectady, N. Y.; WSYR, Syracuse, N. Y.; WRC, Washington; WBRE, Wilkes-Barre, Pa.; WRAK, Williamsport, Pa.; WDEL, Wilmington, Del.; WMHQ, Chicago, and WTRC, Elkhart, Ind.

Listeners with both AM and FM receivers should place the AM set at their left and the FM set at their right, with the sets five to eight feet apart. Volume levels should be identical.

Inasmuch as local times of these broadcasts will vary, listeners are advised to check with their local station or newspaper for the exact time. "It's Network Time" is broadcast from 12:05 to 2 p.m. EDT, with a delayed broadcast scheduled by many NBC Radio affiliates from 2:05 to 4 p.m. EDT.

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NBC-New York, 6/10/59



NBC-TV NETWORK PROGRAM

REVISED PROGRAM SCHEDULE FOR 'COLGATE WESTERN THEATRE'  
AND 'NBC WESTERN THEATRE' ON THE NBC TELEVISION NETWORK

The anthology film series announced as the "Colgate Western Theatre" will also be titled the "NBC Western Theatre" on various dates during its Friday night run from July 3 through Sept. 4 (NBC-TV Network, 9:30 p.m. EDT).

The "NBC Western Theatre" will be presented on July 10 and 24, and Aug. 7 and 21. As announced, the "Colgate Western Theatre" to be presented on the other dates of the period will be sponsored by the Colgate-Palmolive Company.

Following is a revised schedule of dates, story titles and stars --

<u>DATE</u>	<u>TITLE</u>	<u>STAR</u>
July 3	"The Windmill"	James Stewart
July 10	"The Coward of Fort Bennett"	Ronald Reagan
July 17	"The Hole-in-the-Wall Gang"	Dale Robertson
July 24	"The Castaway"	Ronald Reagan
July 31	"Easy-Going Man"	Lee Marvin
Aug. 7	"Thousand Dollar Gun"	George Montgomery
Aug. 14	"Too Good with a Gun"	Robert Cummings
Aug. 21	"Killer on Horseback"	Rod Cameron
Aug. 28	"The Mirror"	Joanne Dru
Sept. 4	"Outlaw Boots"	Steve Cochran and Keenan Wynn

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NBC-New York, 6/10/59





June 10, 1959

TWO NBC NEWS SPECIAL TV PROGRAMS JUNE 26 TO MARK  
COVERAGE OF ST. LAWRENCE SEAWAY DEDICATION

NBC News will mark the official opening of the St. Lawrence Seaway with two special programs on the NBC-TV Network Friday, June 26.

A half-hour program on the dedication of the Seaway by President Eisenhower and Queen Elizabeth will be presented 1-1:30 p.m. EDT. The program will include the formal ceremonies at St. Lambert Locks in Canada and addresses by the President, the Queen and Seaway officials. NBC News correspondent Sander Vanocur will be on-the-scene reporter. George Heineman will be producer and James Kitchell director.

In addition to the afternoon program, NBC News will present a full-hour special on the Seaway in prime evening time (June 26, 8-9 p.m. EDT). This program, as previously announced, will examine the economic effects of the new waterway on all parts of the country.

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"THE CONSPIRACY"--STORY OF AFTERMATH TO LINCOLN'S ASSASSINATION--  
WILL BE FIRST TWO-PART DRAMA ON "BAT MASTERSON" SERIES

The notorious John Surratt, only participant in the Lincoln assassination plot to be exonerated, will be the subject of a dramatic two-part story, "The Conspiracy," on the "Bat Masterson" series Wednesdays, June 17 and 24 (NBC-TV Network, 9:30 p.m. EDT). This will be the first time that the series has presented a two-part story since its premiere last Oct. 8.

The story begins in Timberline, Wyoming, in 1882 -- 15 years after Surratt's exoneration. A forthcoming newspaper article, signed by Surratt, threatens to create new controversies. Surratt's niece, Lynn Harrison (Diane Brewster), asks Masterson (Gene Barry) to prevent publication of the article and offers dubious proof that Surratt is dead.

They are opposed by an overly-ambitious publisher Dana Ruggles (Arthur Shields). In the second episode, Bat learns that a John Watson is posing as Surratt and has sold the false story to the scandal-hungry newspaper.

Alan Crosland Jr. directed the Don Brinkley original teleplay which was produced by Andy White and Frank Pittman.

The interior shots for "Bat Masterson" normally are done on one sound stage of Ziv Television in Hollywood. However, for "The Conspiracy," four sound stages were employed and special sets were built. Among them is the Rocky Mountain Press Club in Cheyenne, which occupies a complete sound stage.

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NBC-New York, 6/10/59





June 10, 1959

WHO'S WHO IN NBC NEWS

William R. McAndrew	Vice President, NBC News
J. O. Meyers	Director, NBC News
Samuel Sharkey	Editor, NBC News
Rex Goad	Manager, NBC News
Leonard Allen	Manager, TV News Film Assignments
Eugene Juster	Manager, News Film Operations
Arthur Wakelee	Manager, Special News Programs
Leslie Vaughan	Manager, Administration
Stanley Rotkewicz	Manager, Budgets and Pricing
Don Meaney	National TV News Editor
David Klein	News Film Operations Supervisor
William Quinn	Assistant News Film Operations Supervisor
James Pozzi	Supervising Film Editor
Arthur Hepner	Coordinator, NBC News Information Services

(more)



"THE HUNTLEY-BRINKLEY REPORT," "CHET HUNTLEY REPORTING"  
AND NBC NEWS SPECIALS

Reuven Frank	Producer
Chet Huntley	Commentator
David Brinkley (Washington)	Commentator
Eliot Frankel	News Editor and Associate Producer
James Kitchell	Director
Jack Sughrue	Director
Piers Anderton	Writer
Dick Bruner	Writer
William Hill	Writer
David Teitelbaum	Writer
George Murray	Director
Charles Sieg	Director

"TODAY" NEWS AND NBC NEWS SPECIALS

Chet Hagan	Producer
Helen Marmor	Night Editor
Ric Ballad	Writer
Joseph Dembo	Writer
Dan Grabel	Writer
Robert Priaulx	Director

NEW YORK CORRESPONDENTS, REPORTERS

Frank Blair	Chet Huntley	Ray Owen
Morgan Beatty	Frank McGee	Gabe Pressman
Pauline Frederick	Merrill Mueller	William Ryan
	Leon Pearson	

(more)



NEW YORK WRITERS

James Aldrich	Steve Flanders	Harry McCarthy
Kenneth Bernstein	Larry Ganger	Joseph Mehan
James Boozer	Paul Good	William Percival
William Boyle	Edward Gough	Leonard Probst
Albert Burchard	James Harper	James Quigley
William Corley	Ray Hasson	Patrick Trese
Kenneth Donoghue	James Holton	George Vaught
Eugene Farinet	Jerry Jacobs	Sumner Weener
William Fitzgerald		Russ Willis

NEW YORK CAMERAMEN, TECHNICIANS

Sy Avnet	Cameraman
Thomas Priestley	Cameraman
Jesse Sabin	Cameraman
Santino Sozio	Cameraman
Irving Smith	Cameraman
Joseph Vadala	Cameraman
Thomas Landi	Assistant Cameraman
John Griffin	Assistant Cameraman
Herman Van Devender	Assistant Cameraman
William Baer	Lab Liaison
Jerry Gold	Soundman
George Jordan	Soundman
Anthony Gamiello	Electrician
Ted Samuelson	Electrician
Charles Schlosser	Electrician
Edward Mueller	Maintenance-Electrician
John Krumpelbeck	News, Feature Assistant

(more)



FOREIGN NEWS BUREAUS

LONDON

Joseph C. Harsch	Senior European Correspondent
John Chancellor	Correspondent
John Peters	Cameraman
Guy Blanchard	Cameraman
Florence Peart	Office Manager

PARIS

Edwin Newman	Correspondent
Paul Archinard	Operations

ROME

Irving R. Levine	Mediterranean Correspondent
Edmondo Ricci	Cameraman

BERLIN

John Rich	Correspondent
Gary Stindt	Manager, NBC News Film, Central Europe
Harry Thoess	Cameraman
Peter Dehmel	Cameraman-Soundman
Joseph Oexle (Munich)	Cameraman

CAIRO

Welles Hangen	Mid-East Correspondent
Hans Klingeberger	Cameraman

TOKYO

Cecil Brown	Correspondent
Yung Su Kwon	Cameraman

HONG KONG

James Robinson	Correspondent
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(more)



## 5 - Who's Who in NBC News

### MOSCOW

Joseph Michaels Correspondent

### BEIRUT

Helmut Ammon Cameraman

### PANAMA CITY

Wilson Hall Correspondent

Lee Hall Correspondent

### NATIONAL BUREAUS

#### WASHINGTON, D. C.

Julian Goodman Manager, NBC News for Washington

Russ Tornabene Network News Desk Supervisor

Arthur Barriault Congressional Correspondent

Frank Bourgholtzer State Department Correspondent

Ray Scherer White House Correspondent

Robert Abernethy Correspondent

Martin Agronsky Correspondent

David Brinkley Correspondent

Leif Eid Correspondent

Peter Hackes Correspondent

Richard Harkness Correspondent

Herb Kaplow Correspondent

Robert McCormick Correspondent

L. William McDonald News Film Supervisor

Burt Ivry Assistant News Desk Supervisor

Charles O. Jones Director

Ralph H. Peterson Director

Bradford Kress Cameraman

David Weigman Cameraman

(more)



6 - Who's Who in NBC News

WASHINGTON, D. C. (CONT'D)

James Curtis	Film Technician
John Hofen	Soundman
John Langenegger	Soundman

CHICAGO

William Ray	Manager, NBC News, Central Division
Frank Jordan	Manager, News Operations
Alex Dreier	Correspondent
Len O'Connor	Correspondent
Sander Vanocur	Correspondent
William Birch	Cameraman
Earle Crotchett	Cameraman
Bruce Powell	Cameraman
John Dial	Soundman
Charles Baker	Writer
Don Bresnahan	Writer
John Erp	Writer
Walt Grisham	Writer
Peter Jacobi	Writer
Ray Nelson	Writer
Stanley Paulsen	Writer
Walter Pfister	Writer
Sam Saran	Writer
Bill Warrick	Writer

(more)



7 - Who's Who in NBC News

LOS ANGELES

John H. Thompson	Manager, NBC News, Pacific Division
Ed Conklin	Manager, News Operations
Don Roberts	Assistant Manager, News Operations
Roy Neal	Correspondent
Lee Nichols	Correspondent
Elmer Peterson	Correspondent
Bob Wright	Correspondent
Lee Giroux	Reporter
Jack Latham	Reporter
Dick Smith	News Assistant
Dexter Alley	Cameraman
Gene Barnes	Cameraman
Ted Mann	Soundman
Jim Dooley	Writer
Bert Frank	Writer
Ed Haaker	Writer
Roy Heatley	Writer

SAN FRANCISCO

Ed Arnow	Correspondent
Robert Goggin	Correspondent

DALLAS

Maurice Levy	Southwest Regional Cameraman
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ATLANTA

Robert Blair	Southeast Regional Cameraman
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NBC PRESS REPRESENTATIVE: Robert Brown (New York)

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NBC-New York, 6/10/59



JACK TRACY  
ROOM 320

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NBC TELEVISION NETWORK

NEWS

June 11, 1959

TWO-PART DRAMATIZATION OF BUDD SCHULBERG'S "WHAT MAKES SAMMY RUN?"  
TO BE COLORCAST OCT. 4 AND 11 IN NBC-TV NETWORK'S  
NEW "SUNDAY SHOWCASE" SERIES

"What Makes Sammy Run?" -- a two-part dramatization of Budd Schulberg's vitriolic novel -- will be colorcast on the NBC-TV Network's new "Sunday Showcase" series Sunday, Oct. 4 and Sunday, Oct. 11 (8-9 p.m. NYT), it was announced today by David Levy, Vice President, NBC Television Network Programs and Talent.

This NBC production will be the first extended television presentation of Schulberg's hard-hitting 1941 novel depicting the rise and fall of a Hollywood movie czar.

Budd Schulberg has written the TV adaptation in collaboration with his brother, Stuart Schulberg, a motion picture producer. Although the action of the novel is laid in the 1930s, the Schulbergs have updated the TV dramatization. In the TV version, Sammy is a boy from the slums who makes good in the 1950s.

"What Makes Sammy Run?" was Schulberg's first novel, and it established the author, then only 27, as a major American writer. It started a new trend in writing -- the inside story of a ruthless man who climbed to the top.

(more)



2 - 'What Makes Sammy Run?'

Schulberg later wrote two other novels, "The Harder They Fall" (1947) and "The Disenchanted" (1950), which he adapted for the stage early this season. His screenplay for the movie "On the Waterfront" won an Academy Award in 1954. Schulberg has also written a volume of short stories, "Some Faces in the Crowd."

Stuart Schulberg has produced such movies as "Wind Across the Everglades" and "No Way Back." At present, both Schulbergs are collaborating on a new movie, "The Bridge at Ramegan."

In "What Makes Sammy Run?" Sammy rises from a dog-eat-dog slum on New York's lower East Side to become a copy boy on a big metropolitan newspaper. Before he's 20, he works his way up to radio columnist. With the help of a stolen manuscript, he lands a job as a Hollywood writer. Although he can't write a line, he proves himself an expert at hiring ghost writers.

Sammy is a self-centered man with courage, energy and a talent for the double-cross. "What Makes Sammy Run?" is the story of a man who knifes his way through the salary brackets until he reaches the top...and destroys himself doing it.

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NBC-New York, 6/11/59



NBC'S EDWIN L. DUNHAM ADDRESSES ORCHESTRA LEAGUE CONVENTION  
ON RELATIONSHIP OF RADIO, TV AND HI-FI WITH SYMPHONY GROUPS

FOR RELEASE FRIDAY, JUNE 12

PHOENIX, ARIZ., June 12 -- Edwin L. Dunham, Manager, Music Library and Services at NBC, addressed members of the American Symphony Orchestra League today, meeting here this week for their annual convention.

Speaking on the subject, "Radio, TV, Hi-Fi -- and Symphony Orchestras," he traced the important and lasting relationship in music that has existed over a period of years between radio-television and the record industry.

"Actually, no three things in the world are more closely related than radio, television and music," Mr. Dunham said. He pointed to the growing number of radio stations that are devoting more and more time to music programs and pointed to such programs as NBC-TV's "Omnibus," and the new Bell Telephone and NBC Opera series which have been expanded for next season.

Mr. Dunham went on to advise members of the League, who represent more than 1,200 symphony orchestras throughout the country, to utilize local radio and television to the fullest in promoting the cause of symphonic music in their own communities.

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NBC-New York, 6/11/59

• MERTHEMCO FUELLING CO. LTD. AND THE KING'S DAIRY  
• COUNTRY WHOLESALE MILK PROCESSING LTD. ONCE A SO HUMBLED LITTLE

## • COUNTRY WHOLESALE MILK PROCESSING LTD.

• LOCAL PROGRESSIVENESS AND THE COUNTRY WHOLESALE MILK PROCESSING LTD.

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June 11, 1959

Attention, Sports Editors

—WELTERWEIGHT CHAMPIONSHIP FIGHT—

'Cavalcade of Sports' to Cover Jordan-Moyer Title Bout

On NBC-TV and Radio Networks July 10

The welterweight championship bout between titleholder Don Jordan of Los Angeles and Dennis Moyer of Portland, Ore., on Friday, July 10 will be covered by the NBC-TV and NBC Radio Networks (10 p.m. EDT) as a "Gillette Cavalcade of Sports" feature.

The 15-round match will be staged at Portland Meadows in Portland. The telecast will be blacked out in the Portland area.

Jordan won the welterweight crown last December by defeating Virgil Akins, then successfully defended against Akins in April. Moyer, undefeated in 20 fights, is ranked sixth among welterweight challengers.

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## FEATURE

June 11, 1959

(NOTE: The following story, written by Bill Barber,  
is reprinted from today's Mount Holly (N. J.) Herald)

## NBC CREWMAN SAVES CHILD, 6, SINKING IN MUD

- - -

## Quick Work By Crew Rescues Youngster from Rancocas Ooze

A Mount Holly mother will be forever grateful to whatever fates caused NBC to choose Mount Holly as the site for its forthcoming TV play.

Because yesterday the camera crew saved the life of her little girl, Dolores.

The drama unfolded late yesterday afternoon near the mud-filled Rancocas Creek in back of the house of Mrs. Grace Terry, mother of the rescued child, at 70 Water Street.

Members of the camera crew were working in the vicinity filming scenes for their "Secret of Freedom" TV film when cameraman Sol Midwall suddenly spotted six-year-old Dolores struggling vainly in the sucking mud which by this time had dragged her down to almost chest level.

Shouting to his fellow-workers he pointed to the helpless youngster.

Down the bank ran "first grip" Walter Engels, assistant cameraman Fred Montague, director Alan Schneider, and assistant director Larry Sturhahn.

(more)



2 - "The Secret of Freedom"

Engels was first at the scene and without hesitation plunged into the oozing slime which tugged at his legs at every sinking step.

He reached the child and after grabbing her under the arms, worked her slowly free from the clutching quicksand-like mud. Then, with great effort, and with some help from his co-workers (he himself was waist deep by this time), he made his way to the bank, cheating the creek of another victim.

Mrs. Terry, grateful as only a mother can be who has her child snatched from the jaws of death, thanked Engels and the rest of the crew profusely.

An hour later she was still in a daze at the sudden course of events. Little Dolores just hung her head and was unable to answer any questions.

The crew then went back to their work, but even after they depart this week, a grateful Mount Holly will always remember their quick-thinking action which saved the life of one of its littlest citizens.

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FILMING COMPLETED FOR 'THE SECRET OF FREEDOM'

The NBC-TV production company referred to in Mr. Barber's news story above will finish filming "The Secret of Freedom" in Mount Holly tomorrow (June 12) after three intensive weeks of interior and exterior shooting. Stars Tony Randall, Kim Hunter and Thomas Mitchell completed their last scenes on Tuesday evening.

(more)

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— 2 —

3 - "The Secret of Freedom"

According to producer Robert D. Graff, the production company has made eight hours of film which will be edited in the coming months to make a final one-hour completed film which will be telecast in early Fall.

"The Secret of Freedom," written for NBC by Archibald MacLeish, will be one of television's major dramatic presentations of the coming season.

Graff said MacLeish, Pulitzer Prize-winning poet and dramatist whose "JB" is currently on Broadway, visited Mount Holly last week and was "tremendously impressed" with the beauty of the town, which was selected as a "typical" American community.

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NBC-New York, 6/11/59





June 11, 1959

NBC-TV NETWORK COLORCAST SCHEDULE  
For July (All Times EDT)

Wednesday through Friday, July 1-3

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Wednesday, July 1

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-9:30 p.m. -- "The Kraft Music Hall Presents the Dave King Show."

Thursday, July 2

10:30-11 p.m. -- "Masquerade Party" with Bert Parks as emcee.

Friday, July 3

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat film is "The Traitors."

8-9 p.m. -- "Ellery Queen" - Lee Philips as the writer-sleuth is confronted with a "Cartel for Murder" tonight.

Saturday, July 4

10-10:30 a.m. -- "The Howdy Doody Show" - with Bob Smith and puppet star Howdy Doody.

10:30-11 a.m. -- "The Ruff and Reddy Show" - cat-and-dog cartoon series. Jimmy Blaine is host.

8-9 p.m. -- "Perry Presents Teresa Brewer, Tony Bennett and The Four Lads."

(more)



2 - NBC-TV NETWORK COLORCAST SCHEDULE

Sunday, July 5

7-7:30 p.m. -- "Midwestern Hayride" with Dean Richards as emcee.  
9-10 p.m. -- "The Chevy Show" starring Janet Blair and John Raitt,  
with guest stars.

Monday, July 6 and Wednesday, Thursday and Friday, July 8, 9 and 10

4-4:30 p.m. -- "Truth or Consequences" (Note: This program will be  
pre-empted on July 7 by NBC's black and white telecast of the  
All Star Baseball Game.)

Monday, July 6

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, July 7

8:30-9 p.m. -- "The Jimmie Rodgers Show" - starring Jimmie Rodgers,  
with Connie Francis, Buddy Morrow and his orchestra, and guest  
stars.

Wednesday, July 8

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "The Kraft Music Hall Presents the Dave King Show."

Thursday, July 9

10:30-11 p.m. -- "Masquerade Party"

Friday, July 10

7:30-8 p.m. -- "Northwest Passage" - tonight, "Vengeance Trail"  
(Repeat film).

8-9 p.m. -- "Ellery Queen" - tonight's repeat mystery-drama is  
"A Girl Named Daisy."

Saturday, July 11

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Teresa Brewer and The Four  
Lads."

(more)



3 - NBC-TV NETWORK COLORCAST SCHEDULE

Sunday, July 12

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show" starring John Raitt and Janet Blair.

Monday through Friday, July 13-17

4-4:30 p.m. -- "Truth or Consequences"

Monday, July 13

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, July 14

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, July 15

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "The Kraft Music Hall Presents the Dave King Show"

Thursday, July 16

10:30-11 p.m. -- "Masquerade Party"

Friday, July 17

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat film is "Death Rides the Wind."

8-9 p.m. -- "Ellery Queen" - "The Paper Tigers" is tonight's repeat drama.

Saturday, July 18

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Teresa Brewer, Tony Bennett and The Four Lads."

Sunday, July 19

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show" starring Janet Blair and John Raitt.

(more)



4 - NBC-TV NETWORK COLORCAST SCHEDULE

Monday through Friday, July 20-24

4-4:30 p.m. -- "Truth or Consequences"

Monday, July 20

10-10:30 p.m. -- "The Arthur Murray Party"

Tuesday, July 21

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, July 22

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "The Kraft Music Hall Presents the Dave King Show."

Thursday, July 23

10:30-11 p.m. -- "Masquerade Party"

Friday, July 24

7:30-8 p.m. -- "Northwest Passage" tonight, "Dead Reckoning" (repeat film).

8-9 p.m. -- "Ellery Queen" - tonight's repeat drama is "The Small Elect."

Saturday, July 25

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Teresa Brewer and The Four Lads."

Sunday, July 26

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show" starring John Raitt and Janet Blair.

Monday through Friday, July 27-31

4-4:30 p.m. -- "Truth or Consequences"

Monday, July 27

10-10:30 p.m. -- "The Arthur Murray Party"

(more)



5 - NBC-TV NETWORK COLORCAST SCHEDULE

Tuesday, July 28

8:30-9 p.m. -- "The Jimmie Rodgers Show"

Wednesday, July 29

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "The Kraft Music Hall Presents the Dave King Show."

Thursday, July 30

10:30-11 p.m. -- "Masquerade Party"

Friday, July 31

7:30-8 p.m. -- "Northwest Passage" - "The Fourth Brother" is  
tonight's repeat film.

8-9 p.m. -- "Ellery Queen" - tonight's repeat drama is "Confession  
of Murder."

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NBC-New York, 6/11/59



JACK TRACY  
ROOM 520

2 COPIES X-H

NBC TELEVISION NETWORK



NEWS

MAURICE EVANS TO STAR IN SHAKESPEARE'S "THE TEMPEST," ONE OF SIX  
"HALLMARK HALL OF FAME" 90-MINUTE COLORCASTS ON  
NBC-TV NETWORK FOR 1959-60 SEASON

FOR RELEASE MONDAY A.M., JUNE 15

Maurice Evans will star in Shakespeare's "The Tempest," one of six 90-minute color productions which "The Hallmark Hall of Fame" will present when it returns to the NBC Television Network for the 1959-60 season.

Announcement of the return of the distinguished dramatic series was made today by Joyce C. Hall, President of Hallmark Cards Inc., and Robert E. Kintner, President of the National Broadcasting Company.

Evans will star as Prospero. It will be his sixth appearance in a Shakespearean play on "Hallmark" since the series began in December of 1951.

The 1959-60 "Hallmark" season will be produced and directed by George Schaefer.

"The Tempest" will be placed on video tape this Summer in order to obtain the services of Evans and other stage and screen stars who might be unavailable at a later date, due to other commitments. The program will be telecast in the Spring of 1960.

(more)



2 - 'Hallmark Hall of Fame'

Rehearsals for "The Tempest" are scheduled to start Sunday, June 21, and continue until Sunday, July 12, when the show will be taped at NBC's color studios in Brooklyn.

During the past seven years, the "Hallmark" series has won numerous awards. Its "Little Moon of Alban," an original play by James Costigan, was one of 1958's most acclaimed productions. The play, and those connected with it, won four "Emmy" Awards, four Sylvania Awards and a Peabody Award.

Another 1958 "Hallmark" production, "Johnny Belinda," was voted an All-American Award by 400 TV critics and columnists in a "Radio-Television Daily" poll.

Another outstanding production of the 1958-59 season was a live repeat colorcast of Marc Connally's "The Green Pastures."

All three dramas were directed and produced by George Schaefer.

The complete "Hallmark Hall of Fame" schedule for the 1959-60 season will be announced shortly. Renewal of the contract with NBC was arranged by Foote, Cone & Belding of Chicago, Hallmark's advertising agency.

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NBC-New York, 6/12/59





# TRADE NEWS

June 12, 1959

## GENERAL MILLS BUYS HALF-SPONSORSHIP OF NBC-TV NETWORK'S COVERAGE OF UNITED STATES-RUSSIA TRACK MEET IN PHILADELPHIA

General Mills has purchased half-sponsorship of the NBC Television Network's coverage of the United States-Russia track meet in Philadelphia Sunday, July 19.

Top track and field stars of both countries will compete in the meet at Franklin Field. The NBC Sports special will be telecast 4:30-6 p.m. EDT and will include some taped sequences of the previous day's races.

The two-day event will highlight competition between a Russian track-and-field team and outstanding American athletes. Both men and women will compete. The Russian team's visit to the U. S. follows up the USA-USSR track competition held in Moscow last July.

The General Mills purchase was made through Knox Reeves Advertising, Inc., in Minneapolis.

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QUEEN ELIZABETH'S VISIT TO CHICAGO WILL BE COVERED  
BY NBC NEWS IN SPECIAL TELECAST

Queen Elizabeth's forthcoming visit to Chicago will be covered by NBC News with a special program Monday, July 6 on the NBC-TV Network (1-1:30 p.m. EDT).

This visit will be the Queen's only stop this side of the border in her tour of Canada during the Summer. The NBC News special will include her arrival aboard the Royal Yacht Britannia and brief addresses by the Queen, Governor William G. Stratton of Illinois, Mayor Richard J. Daley of Chicago and other officials.

The NBC cameras will cover the ceremonies in honor of the Queen, including an artillery salute, a fly-over of military planes and a parade down Michigan Avenue. They will also show the 28-ship Navy flotilla that will sail to Chicago and anchor off the lake-front for the occasion.

NBC News correspondents Alex Dreier and Sander Vanocur will be on-the-scene reporters.

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NBC-New York, 6/12/59

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## ANSWER

CREDITS FOR '21 BEACON STREET' ON NBC-TV NETWORK

PROGRAM: "21 Beacon Street" -- on the NBC-TV Network  
                    Thursdays, starting July 2 (9:30-10 p.m.  
                    EDT).

STAR: Dennis Morgan as private investigator  
                    Dennis Chase.

REGULAR CAST: Joanna Barnes, Brian Kelly and James Maloney  
                    as investigators.

PREMIERE CAST: Whit Bissell as George Sears, Gene Coogan  
                    as a killer, Paul Bryar as Lt. Lohman,  
                    Paul Dubov as Howie Garvin and Carl Saxe  
                    as Duff.

PREMIERE TITLE: "The Rub-Out"

PRODUCER: Al Simon

ASSOCIATE PRODUCER: Herb Browar

DIRECTOR: Maurice Geraghty

WRITERS: Various; opening episode, Robert C. Dennis.

STORY SUPERVISOR: Leonard Heideman

PRODUCTION DESIGNER: Archer Bacon

MUSIC SUPERVISOR: Raoul Kraushaar

FORMAT: Crime investigation dramas based on adven-  
                    tures of a private investigator and his  
                    staff.

SPONSOR: Ford Division of the Ford Motor Company.

AGENCY: J. Walter Thompson Company

PRODUCTION BY: McCadden Productions (Hollywood)

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NBC-New York, 6/12/59



IT'S VICTORY TIME FOR THIS SERGEANT

-----  
William E. Fleischauer Is Eastern Champ of "Tic Tac Dough"

M/Sgt. William E. Fleischauer of Arlington, Va., today (June 12) became the Eastern champ in "Tic Tac Dough's" national championship derby.

The victory netted the 32-year-old Army officer \$3,000 in cash, and a chance to compete with the Western and Central winners when they are chosen later this month.

Fleischauer, who lives at 5825 South 5th St. in Arlington, has defeated many competitors in the regional playoffs before he won a chance to appear on the Monday through Friday, NBC-TV Network quiz show.

He won the Eastern title by defeating Mrs. Frances Smith, a housewife from Wilkes-Barre, Pa. Mrs. Smith, who had given Fleischauer a tough fight, won \$1,500 in cash and a trip to Jamaica and Haiti.

Fleischauer, an administrative NCO attached to Company A, Arlington Hall Station, is married, and the father of two children, Michael, 4, and Suzanne, 2.

"Tic Tac Dough's" national championship derby continues Monday, June 15 (12 noon EDT). Bill Wendell is emcee.

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NBC-New York, 6/12/59



COLORCAST

NBC TELEVISION NETWORK



June 12, 1959

CREDITS FOR 'PERRY PRESENTS' ON NBC-TV NETWORK--COLORCAST SERIES

TIME: NBC-TV Network colorcasts, Saturdays,  
8-9 p.m. EDT

STARTING DATE: June 13, 1959

STARS: Teresa Brewer, Tony Bennett and the Four  
Lads.

FORMAT: A "musical almanac" with songs interpret-  
ing events and items of note associated  
with the days of the week -- with  
historical footnotes provided by a  
different host each week. Hans Conried  
is host on premiere program.

PRODUCER: Ray Charles

DIRECTOR: Stan Harris

ASSOCIATE PRODUCER: Henry Howard

MUSIC DIRECTOR: Mitchell Ayres

CHORAL DIRECTOR: Mel Pahl

WRITERS: Allan Sherman, Joe Cook and Andy Rooney.

CHOREOGRAPHER: Louis DaPron

SCENIC DESIGNER: Paul Barnes

COSTUMES: Michi  
(more)



2 - Credits for 'Perry Presents'

UNIT MANAGER: Jack Petry

ANNOUNCER: Howard Reig

PRODUCED BY: Roncom Productions, Inc.

SPONSORS (AND AGENCIES): On various dates by: American Dairy Association (Campbell-Mithun, Inc.); Chemstrand Corporation (Doyle Dane Bernbach, Inc.); Kimberly-Clark Corporation (Foote, Cone and Belding); Noxzema Chemical Company (Sullivan, Stauffer, Colwell and Bayles, Inc.); Radio Corporation of America and Whirlpool Corporation (Kenyon and Eckhardt, Inc.) and Sunbeam Corporation (Perrin-Paus Co.).

ORIGINATION: Ziegfeld Theatre, New York City.

NBC PRESS REPRESENTATIVE: Al Cammann (New York)

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NBC-New York, 6/12/59



# NBC RADIO NETWORK NEWS

JACK TRACY  
ROOM 320

June 15, 1959 COPIES X-H

'THE NATIONAL FARM AND HOME HOUR'  
LAUNCHES NEW STREAMLINED FORMAT

A streamlined format -- including the addition of a new announcer, up-to-the-minute news features, and new musical segments -- is keeping network radio's oldest farm show, "The National Farm and Home Hour," abreast of the times.

The program, which is broadcast by the NBC Radio Network from 12 noon to 12:25 p.m. (EDT) Saturdays, has named Gregg Donovan of NBC Chicago's announcing staff to assist emcee Everett Mitchell.

News and interviews on subjects of interest to America's agricultural population will be presented as a weekly feature by Layne Beaty, radio chief of the U. S. Department of Agriculture.

The musical segment of the program will consist of favorite selections by popular vocalists and bands. Even the commercials have been streamlined; they will be testimonials by users of Allis-Chalmers equipment. The Allis-Chalmers Manufacturing Company, makers of farm, construction, electrical and heavy industry equipment, has sponsored the program since 1945.

When "The National Farm and Home Hour" marked its 30th anniversary on the NBC Radio Network in October, 1958, Secretary of Agriculture Ezra Taft Benson paid tribute to its three decades of service to American agriculture. The program is the most honored agricultural show on the air; it has won awards from the Institute for Education by Radio at Ohio State University, the National Safety Council, and other groups.



# MONITOR



THE NBC WEEK-END RADIO SERVICE

ARCH OBOLER TO REPORT ON SIX-MONTH SAFARI TO REMOTE AREAS  
OF AFRICA IN SPECIAL BROADCAST SERIES ON 'MONITOR'

Playwright Arch Oboler will broadcast a special series of reports during a six-month safari to remote parts of Africa on the NBC Radio Network's "Monitor," it was announced today by Albert L. Capstaff, Vice President, NBC Radio Network Programs. The first broadcasts are scheduled Saturday, June 20 and Sunday, June 21.

Oboler will trek to seldom-visited areas of the Dark Continent while gathering exclusive material for the program, Mr. Capstaff said. His itinerary will include the Mountains of the Moon in the Ruwenzori Range, Zululand, Murchison Falls, and Leper Island in a lake in Uganda. Features which he plans to broadcast include a crocodile hunt on Lake Victoria, tracking wild animals on the veldt, reports on life in a pygmy tribe in the Belgian Congo, and an interview with an English-speaking native king in Western Uganda. He also plans to camp on the Semiliki River in Masai-land, shoot lions with Jock Hunter, a famed hunter, and record the songs of Luo and Bussotos tribesmen in the Belgian Congo.

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NBC-New York, 6/15/59

100-1000 1000-10000 10000-100000 100000-1000000 1000000-10000000

NBC-TV NETWORK PROGRAM

PAULINE FREDERICK RECEIVES HONORARY DEGREE

NBC News' United Nations correspondent Pauline Frederick has received an honorary degree of Doctor of Laws from Mount Holyoke College, South Hadley, Mass. The citation, presented recently by Richard Glenn Gettell, president of Mount Holyoke, follows:

"Pauline Frederick: Upstanding as well as outstanding in your profession, you have proved against discouraging prophecy that woman's proper place is also before the mike. Under the stresses of war and politics you have kept a cool head for facts and have been instrumental in forming and informing public opinion. In the modern world's most personal and far-reaching systems of communication you have had the distinction of speaking the woman's first word, and by your success you have demonstrated that this will not be woman's last word so spoken. On behalf of the Board of Trustees of Mount Holyoke College, I confer upon you the honorary degree of Doctor of Laws and admit you to all its rights and privileges."

NBC-New York, 6/15/59





## NBC-TV NETWORK COLORCAST SCHEDULE

For Week of June 21-27 (All Times EDT)

Sunday, June 21

- 7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.  
9-10 p.m. -- "The Chevy Show," starring John Raitt and Janet Blair,  
with guests Dorothy Kirsten and the comedy team of Rowan and  
Martin.

Monday through Friday, June 22-26

- 4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Monday, June 22

- 10-10:30 p.m. -- "The Arthur Murray Party" -- with tonight's guests  
Andy Griffith, George DeWitt, Alan King, Beatrice Kraft, Nick  
Kenny, J. Fred Cootes, Jane Harvey, Richard Hayes and Judy  
Johnson.

Tuesday, June 23

- 8:30-9 p.m. -- "The Jimmie Rodgers Show" -- The Dukes of Dixieland  
are Jimmie's guests tonight.

Wednesday, June 24

- 8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as emcee.  
9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Thursday, June 25

- 9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford.  
10:30-11 p.m. -- "Masquerade Party" with Bert Parks as emcee.

(more)



2 - NBC-TV NETWORK COLORCAST SCHEDULE

Friday, June 26

7:30-8 p.m. -- "Northwest Passage" -- "The Counterfeitors" is tonight's repeat film.

8-9 p.m. NOTE: "Ellery Queen," usually colorcast at this time, is pre-empted tonight by a black-and-white NBC News special on the St. Lawrence Seaway.

Saturday, June 27

10-10:30 a.m. -- "The Howdy Doody Show" -- with Bob Smith and puppet star Howdy Doody.

10:30-11 a.m. -- "The Ruff and Reddy Show" -- dog-and-cat cartoons. Jimmy Blaine is host.

8-9 p.m. -- "Perry Presents Tony Bennett, Teresa Brewer and The Four Lads."

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NBC-New York, 6/15/59

IS THE VALUE

OF "PROFESSIONALISM" IN INNOVATION LEADERSHIP IN INDIA  
IN THE CONTEXT OF INNOVATION

IT IS NOT SO MUCH TO DO WITH "PROFESSIONALISM" BUT WITH "CULTURE"  
AND THE INFLUENCE OF CULTURE ON INNOVATION LEADERSHIP IN  
INDIA IS INCREASINGLY BECOMING OBVIOUS.

PROFESSIONALISM : 15

THE CULTURE ASPECTS

THE CULTURE OF INNOVATION LEADERSHIP IS THE CULTURE OF PROFESSIONALISM  
WHICH IS INFLUENCING INNOVATION LEADERSHIP.

PROFESSIONALISM - IT IS NOT SO MUCH TO DO WITH "PROFESSIONALISM"  
BUT WITH "CULTURE".

PROFESSIONALISM : 15

PROFESSIONALISM - IT IS NOT SO MUCH TO DO WITH "PROFESSIONALISM"  
BUT WITH "CULTURE".

PROFESSIONALISM : 15

PROFESSIONALISM : 15

PROFESSIONALISM : 15

JACK TRACY  
ROOM 320

2 COPIES X-H

# NBC TELEVISION NETWORK



NEWS

June 16, 1959

SPECIAL PROGRAM ON THE NBC-TV NETWORK WILL PRESENT FIRST TV FILM  
TO BE TRANSMITTED ACROSS ATLANTIC OCEAN BY TELEPHONE CABLE  
FOR BROADCAST IN UNITED STATES ON THURSDAY, JUNE 18

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History-Making Event Will Show American Viewers Departure  
of Queen Elizabeth from London for Seaway Dedication

The first television film to be transmitted across the Atlantic Ocean by telephone cable for broadcast in the United States will be presented in a special program on the NBC-TV Network Thursday, June 18, 10:15-10:30 a.m. EDT, it was announced today by William R. McAndrew, Vice President, NBC News.

The film on the history-making experimental telecast will be transmitted from London with equipment developed by the British Broadcasting Company. Within about two-and-a-half hours of the event, it will show to American viewers the departure of Queen Elizabeth from London Airport on her way to join President Eisenhower in the dedication of the St. Lawrence Seaway on June 26.

About one minute of the London-originated film will be shown during the 15-minute program, which will also include a discussion and demonstration of the new equipment. The program will originate in Montreal and will be fed by the Canadian Broadcasting Corporation to the NBC-TV Network at Toronto.

(more)



2 - Trans-Atlantic

The BBC-NBC cooperation on the project dates to the Fall of 1958.

Under the new system, pictures from film are transmitted one at a time over the telephone cable and are re-assembled on the other side of the ocean. BBC has reported that half a minute of film can be transmitted in less than 50 minutes and can be reproduced on television as soon as the film has been developed about 20 minutes later.

The system transmits pictures at the rate of one frame every eight seconds -- much faster than the rate of one picture every ten minutes required for sending photographs by previous methods of facsimile transmission. Although there is some loss of picture quality, the images are quite satisfactory.

The film of Queen Elizabeth will be rushed from London Airport to BBC studios, where it will be developed and processed for transmission over the trans-Atlantic cable. The new equipment reduces the signal required for picture transmission to a band sufficiently narrow to be carried on a telephone channel normally used for music.

In Montreal, the new equipment will be used to transpose the electronic signals into a duplicate film of the Queen. This film will then be telecast during the 15-minute program on Thursday.

The new system will also be used to keep British viewers informed of the Queen's tour through Canada.

Mr. McAndrew said the British General Post Office, Canadian Overseas Telecommunications Corporation and the American Telephone and Telegraph Company cooperated with the BBC and NBC in making trans-Atlantic cable circuits available for the experiment.

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NBC-New York, 6/16/59

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# TRADE NEWS

June 16, 1959

HEAVY 1959-1960 SCHEDULE OF SPECIALS ON THE NBC TELEVISION NETWORK PROMPTS GENERAL EXPANSION OF TALENT ACTIVITIES WITH DAVID W. TEBET HEADING OPERATION AND RICHARD A. KELLY IN ANOTHER KEY ASSIGNMENT

With the heavy schedule of specials slated for the NBC Television Network during the 1959-60 season, a general broadening of activities by the network in the area of talent will be placed into effect immediately.

The announcement was made jointly by David Levy, Vice President, NBC Television Network Programs and Talent, and James A. Stabile, Vice President, Talent and Program Contract Administration.

Under the new arrangement, David W. Tebet, General Program Executive, will head up the expanded operation for the TV Network Program Department. This will provide for increased attention to the coordination and selection of major performing talent for TV network programs.

At the same time, the appointment of Richard A. Kelly as Manager, Casting, Talent and Contract Administration, was announced by Mr. Stabile. Mr. Kelly was formerly a senior unit manager for some of the major NBC-TV shows.

(more)



2 - Talent Activities

Under the new procedure, increased attention will be given to the coordination and procurement of talent for NBC-TV programs, with close liaison being maintained between Mr. Tebet and Mr. Kelly.

"The decision to set up a coordinating system was made in view of the fact that the network will produce more of its own shows next season, increasing the demands for talent," Mr. Levy said. "Such a system will provide for better scheduling of talent," he added.

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NBC-New York, 6/16/59





# TRADE NEWS

June 16, 1959

## BUICK TO SPONSOR SIX FULL-HOUR BOB HOPE SHOWS ON NBC-TV NETWORK IN 1959-60 SEASON

Bob Hope will return to the NBC-TV Network next season in another series of six hour-long telecasts to be sponsored by the Buick Motor Division of General Motors Corporation, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Hope, who will observe his 10th anniversary in television next season, consistently attracts record audiences and has earned the distinction of being the most traveled entertainer. He has covered nearly 4,000,000 miles since May, 1941, when he began entertaining U. S. servicemen. Since then his travels have taken him from Alaska to the South Pacific, from Moscow to Morocco, and last December he made his fifth consecutive Yuletide GI entertainment tour overseas.

This will be Hope's second season under Buick sponsorship. He has won a number of awards for his TV shows in the past. His telecast filmed in Moscow and presented last year received both the Sylvania Award for the most outstanding variety show of 1958, and the George Foster Peabody Award for "television contribution to international understanding" in 1958.

Hope will open his 1959-60 series in October. The complete schedule and list of guest stars will be announced.

The Buick purchase was made through McCann-Erickson, Inc.

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# MONITOR

## THE NBC WEEK-END RADIO SERVICE

CLOSED CIRCUIT IS USED TO INFORM AGENTS AND FIELD PERSONNEL OF GENERAL LIFE INSURANCE HOW NBC RADIO NETWORK'S "MONITOR" WILL HAVE KEY ROLE IN FIRM'S FIRST MAJOR NATIONAL CAMPAIGN

NBC Radio's "Monitor" will play a key role in General Life Insurance Company's first major, national advertising campaign, General's agents and field personnel across the country were informed today in a closed circuit presentation on the NBC Radio Network.

W. L. Campbell, President of General Insurance Company, announced the campaign from the company's home office in Seattle. Also speaking from Seattle were Floyd Robbins, vice president in charge of business development, and C. M. Noren, advertising manager. "Monitor" communicators Don Russell and Ben Grauer participated in the presentation from NBC Radio Central in New York.

General agents and other personnel heard the presentation at meetings in 58 markets.

"The purpose of this program is to bring you exciting news of how "Monitor" is going to join your sales staff right in your own area and in more than 200 other cities in the country," Grauer said.

The campaign will mark General's first use of network radio. General will co-sponsor the sports segments in "Monitor" for 13 weeks starting Aug. 29 and for an additional 13 weeks beginning April 2, 1960.

Grauer said the broadcasts will reach one-sixth of all the homes in America in one month.

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NBC-New York, 6/16/59

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK



COLORCAST

NBC TELEVISION NETWORK



NEWS

June 16, 1959

RICHARD BURTON, RODDY McDOWALL, TOM POSTON, LEE REMICK TO CO-STAR  
WITH MAURICE EVANS IN 90-MINUTE COLORCAST OF SHAKESPEARE'S  
"THE TEMPEST" ON NBC TELEVISION NETWORK

Richard Burton, Roddy McDowall, Tom Poston and Lee Remick will co-star with Maurice Evans in Shakespeare's "The Tempest" on NBC-TV Network's "Hallmark Hall of Fame" in the Spring of 1960.

The 90-minute color production goes into rehearsal Sunday, June 21, and will be placed on video color tape Sunday, July 12 in NBC's color studios in Brooklyn, N. Y. The drama is one of six 90-minute color productions scheduled for the "Hallmark" series during the 1959-60 season.

"The Tempest" has been adapted for "Hallmark" by John Edward Friend. Costumes and sets are being designed by Rouben Ter-Arutunian. George Schaefer will produce and direct.

Evans, will make his sixth appearance in a Shakespearean play on "Hallmark" when he portrays Prospero in "The Tempest." He has starred in "Hallmark's" "Hamlet," "Macbeth," "Richard II," "The Taming of the Shrew" and "Twelfth Night."

Richard Burton, who has many notable stage and screen credits, will play Caliban. Roddy McDowall, who portrayed Ariel at  
(more)



2 - 'Hallmark Hall of Fame'

the Stratford Shakespeare Festival, will have the same role in the "Hallmark" version. Tom Poston, who appeared in "Hallmark's" "The Christmas Tree" last season, will portray Trinculo. Poston is one of the regulars on NBC-TV's "Steve Allen Show."

Lee Remick has been cast as Miranda. Miss Remick, who made her screen debut in "A Face in the Crowd," will soon appear in the film version of "Anatomy of a Murder."

"The Tempest," which has been presented infrequently on the American stage, was revived on Broadway in 1945 by Margaret Webster and starred Arnold Moss, Vera Zorina and Canada Lee.

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NBC-New York, 6/16/59





June 16, 1959

NBC SIGNS FIVE-YEAR CONTRACT FOR TV AND RADIO RIGHTS  
TO LIBERTY BOWL GAME, PHILADELPHIA'S NEW POST-SEASON  
FOOTBALL ATTRACTION; FIRST EVENT SET FOR DECEMBER 19

A five-year contract for television and radio rights for the Liberty Bowl Game, a new post-season football attraction in Philadelphia, has been signed by the Liberty Bowl Association and the National Broadcasting Company. The contract will begin with the first Liberty Bowl Game on Saturday, Dec. 19.

Announcement of NBC's coverage was made today by Tom S. Gallery, NBC Sports Director, and George J. Kerrigan Jr., co-founder of the game, at a luncheon meeting of charter members of the Liberty Bowl Association at the Warwick Hotel in Philadelphia.

The Liberty Bowl, sanctioned by the National Collegiate Athletic Association, will be the first major college football bowl game ever to be played in the East. The number one team in the East will be invited to be the host team each year, and an outstanding opponent will be invited from another section of the country. The game will be played in Philadelphia's huge Municipal Stadium, scene of the annual Army-Navy classic.

(more)



2 - Liberty Bowl

Mr. Gallery disclosed that Lindsey Nelson and Red Grange would be the commentators for the Liberty Bowl telecast. Both Nelson, who is assistant sports director of NBC, and Grange, an all-time grid great, were present at the luncheon.

"We look forward to many happy years of association with the Liberty Bowl Game," Mr. Gallery said. "This will be a fine addition to NBC's post-season football schedule."

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NBC-New York, 6/16/59





# TRADE NEWS

JACK TRACY  
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2 COPIES X-H

June 17, 1959

## PROCTER AND GAMBLE COMPANY SIGNS FOR FULL SPONSORSHIP OF 'WICHITA TOWN' ON NBC-TV NETWORK

The Procter and Gamble Company has signed for full sponsorship of "Wichita Town" on the NBC Television Network during the 1959-60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Joel McCrea will star in the half-hour filmed series, which will tell the story of the growth of Wichita in the days when it mirrored the development of the West. The star's son, Jody, will be featured in the program, which will be telecast Wednesdays (10:30-11 p.m. NYT) on the NBC-TV Network.

The noted screen star will appear as Wichita's U. S. Marshal Mike Dunbar. His son will portray the marshal's friend, Ben Matheson, foreman of the Circle J. Ranch in West Texas, where the huge cattle drives to Wichita began in the decade after the Civil War.

Walter Mirisch, executive producer of "Friendly Persuasion" and many other highly successful motion pictures including a soon-to-be-released Joel McCrea Western, "The Gun Fight at Dodge City," will produce "Wichita Town" for The Mirisch Company in association with the NBC Television Network.

The agency for Procter and Gamble is Benton & Bowles Inc.

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June 17, 1959

ALL-STAR BASEBALL GAME

NBC TELEVISION AND RADIO NETWORKS SCHEDULE ALL-STAR BASEBALL GAME FROM PITTSBURGH AS 'CAVALCADE OF SPORTS' FEATURE TUESDAY, JULY 7

The 26th annual All-Star Baseball Game, to be played this year at Forbes Field in Pittsburgh on Tuesday, July 7, will be carried by the NBC Television and Radio Networks. Air time on both TV and radio will be 12:45 p.m. EDT -- 15 minutes before game time.

NBC's exclusive television and radio coverage will be sponsored by the Gillette Safety Razor Company as a feature of the "Gillette Cavalcade of Sports" series. Maxon, Inc., is the advertising agency for Gillette.

This will mark the 10th consecutive year that NBC-TV is covering baseball's annual mid-season classic. It is the third straight year for NBC Radio, which broadcast the first All-Star Game in 1933.

Casey Stengel of the world champion New York Yankees will manage the American League team, and Fred Haney of the Milwaukee Braves will pilot the National Leaguers.

As was done last year for the first time, the starting lineups of both teams, except for pitchers, will be chosen by the votes

(more)



2 - All-Star Baseball Game

of the major league players, managers and coaches, voting for players in their own league other than teammates. The pitching staffs and balance of the 25-man squads will be named by the All-Star managers.

The American League holds a 15-10 edge in the All-Star series, and won last year in Baltimore, 4-3, for a two-game streak.

Should weather force a postponement of the 1 p.m. EDT starting time on July 7, rescheduling times would be 8 p.m. on the same day, and 10:30 a.m. and 1 p.m. on July 8. In all cases, NBC's television and radio coverage would begin 15 minutes before game time.

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NBC-New York, 6/17/59



# NBC TELEVISION NETWORK



June 17, 1959

JOHN FRANKENHEIMER WILL DIRECT ONE OR MORE OF THE NBC-PRODUCED  
'SUNDAY SHOWCASE' COLORCAST DRAMA SPECIALS IN 1959-60 SEASON

John Frankenheimer -- one of television's most prominent directors -- has been signed to direct one or more of the NBC-produced drama specials on the network's new "Sunday Showcase" during the 1959-60 season, it was announced today by Herbert Sussan, Director of Special Programs.

Frankenheimer will be one of the outstanding directors and producers associated with NBC-TV Network drama productions on the air -- live and in color -- in the Sunday, 8-9 p.m. NYT time period, starting in September.

Although he is only 29, Frankenheimer has become one of the most noted directors in television, even though he had started out to become an actor. He acted during his undergraduate days at Williams College, but decided he wasn't skilled enough to make it a career.

Frankenheimer joined the CBS Television Network in July, 1953, as assistant director on "Person to Person," "You Are There," and "See It Now." He worked his way up to director of "Climax" in 1955, and won the Christopher Award for his direction of "Deal a Blow."

During two years in the Air Force, Frankenheimer directed training films in Hollywood as a lieutenant. Born in Malba,

(more)



2 - John Frankenheimer

Long Island, N. Y., and a graduate of Williams College, he is married to Carolyn Miller, an actress and former model. They have two children: Lisa, three, and Kristi, one.

Frankenheimer directed one motion picture, "The Young Strangers," and plans to direct the movie version of "Breakfast at Tiffany's" next February.

During three years with CBS' "Playhouse 90," Frankenheimer directed such dramas as "The Comedian," "The Ninth Day," "The Last Tycoon," "A Town Has Turned to Dust," "Days of Wine and Roses," "Old Man," and most recently "For Whom the Bell Tolls." He also directed "The Browning Version" for "The DuPont Show of the Month."

Frankenheimer will direct "The Midnight Sun," a new play by Joseph Hayes, which will open on Broadway in the Fall.

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NBC-New York, 6/17/59



COLORCASTS

NBC TELEVISION NETWORK



NEWS

June 17, 1959

HENRY JAFFE ENTERPRISES, WITH BARRY WOOD AS EXECUTIVE PRODUCER,  
WILL PRODUCE THE 12 BELL TELEPHONE HOUR MUSIC SPECIALS  
ON NBC-TV NETWORK'S COLOR SCHEDULE IN 1959-60 SEASON

The 12 Bell Telephone Hour music specials to be colorcast on the NBC-TV Network in the 1959-60 season will be produced by Henry Jaffe Enterprises, with Barry Wood as executive producer. Eleven of the programs will be presented on Friday nights and the twelfth on Easter Sunday. The Friday programs will start on Oct. 9 and continue on alternate weeks (8:30-9:30 p.m. NYT), falling within the framework of NBC-TV's Friday night series of specials.

Henry Jaffe Enterprises produced the four Bell Telephone Hour colorcasts last season, which were received with high public and critical acclaim.

Wood is one of television's outstanding creative talents and pioneers. Among his long list of credits is the "Wide Wide World" series on NBC for which he was executive producer. Recently he was producer of the Coca-Cola specials, "America Pauses," and before that of the "Jimmy Dean Show." He was producer of the Kate Smith daytime and evening shows on NBC, and was also executive producer in charge of color television for NBC.

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APPEARANCE OF PRESIDENTS OF 3 EUROPEAN COMMUNITIES

ON 'MEET THE PRESS' IS RESCHEDULED FOR JUNE 21

The appearance of the Presidents of the three European Communities on "Meet the Press," originally scheduled for Sunday, June 14, will be presented instead Sunday, June 21 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

They are Dr. Walter Hallstein of West Germany, President of the European Economic Community (the Common Market); Etienne Hirsch of France, President of the European Atomic Energy Community (Euratom), and Paul Finet of Belgium, President of the Coal and Steel Community.

They will be interviewed by Edwin Dale of the New York Times, Max Freedman of the Manchester Guardian, Marquis Childs of the St. Louis Post-Dispatch, and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." Ned Brooks will be moderator.

"Meet the Press" was pre-empted on June 14, by coverage of the National Open Golf Championship.

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CORRECTION PLEASE, FOR 'FIVE FINGERS'

Music director for NBC-TV Network's forthcoming full-hour espionage series, "Five Fingers," which will debut in the Fall, is David Raksin. The name was spelled incorrectly in the NBC Daily News Report dated 6/8/59.

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NBC-New York, 6/17/59



June 17, 1959

**'THE FOURTH COAST' TO BE EXPLORED ON NBC-TV NETWORK**

- - -

NBC News Program in Prime Evening Time June 26 Will Examine  
St. Lawrence Seaway's Problems and Long-Range Prospects

The immediate problems and long-range potential of the St. Lawrence Seaway will be explored on "The Fourth Coast," an NBC News special in prime evening time on the NBC-TV Network Friday, June 26 (8-9 p.m. EDT).

The program will mark the official opening of the Seaway, and will include parts of the dedication ceremonies with President Eisenhower and Queen Elizabeth at St. Lambert Locks in Canada earlier in the day.

NBC News correspondents will investigate the shipping delays at Seaway locks, the operation of port facilities and other problems that have come to light since the new waterway was opened to world traffic.

The long-range effects of the Seaway, projected up to 50 years into the future, will be examined in New York, Chicago, Detroit, Milwaukee, Baltimore, New Orleans, Cedar Rapids and Toronto.

The program will include a filmed voyage through the Seaway aboard the British freighter Pinemore, with views of locks, power dams, bridges, canals, harbors, docks and other facilities in operation.

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2 - 'The Fourth Coast'

Frank Jordan, producer of "The Fourth Coast," said that through interviews with key officials around the country the program will seek the answers to such questions as the following:

Will Chicago become the key port of the "fourth coast?"

How much shipping will be diverted to the Midwest from New York, New Orleans and other ports on the East and Gulf Coasts?

How will the Seaway affect America's position in world trade?

Commentary will be by NBC News correspondents Alex Dreier and Sander Vanocur. George Heinemann is executive producer, James Kitchell director and Jerry Jacobs and Robert White writers. William Birch is cameraman.

The program will be sponsored by the Gem Razor Division of A. S. R. Products Corporation.

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NBC-New York, 6/17/59





# TRADE NEWS

JACK TRACY  
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2 COPIES X-H

June 18, 1959

CORN PRODUCTS COMPANY SIGNS AS FULL SPONSOR FOR ALTERNATE WEEKS OF 'RIVERBOAT,' FULL-HOUR SUNDAY NIGHT SERIES ON NBC-TV NETWORK

Full sponsorship on alternate weeks of "Riverboat," the new full-hour NBC-TV historical action-adventure series to be premiered in the Fall, has been purchased by Corn Products Company, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. The program will be telecast Sundays, 7-8 p.m. NYT.

Negotiations for the purchase were just completed between executives of Corn Products Company and NBC-TV for sponsorship by the company's Mazola Salad and Cooking Oil, Skippy Peanut Butter, Hellman's and Best Foods Mayonnaise, Karo Syrups and other products of Corn Products Company and its Best Foods Division.

Darren McGavin, star of TV, Broadway and motion pictures, will be starred in the series as Grey Holden, handsome young owner of the steamboat Enterprise in this story of life on the Mississippi in the 1840s. Sharing the spotlight with McGavin will be newcomer Burt Reynolds as Dick Steel, a plain-spoken, rough-and-ready young riverman installed as captain of the Enterprise by Holden.

(more)



2 - 'Riverboat'

The two actors will alternate in major-minor roles in a continuing series of episodes evolving out of the riverboat's journeys up and down stream from New Orleans to St. Louis. Prominent personalities of television, the theatre and movies will be featured each week throughout the series as guest stars.

Richard Lewis, executive producer of "Wagon Train," "Tales of Wells Fargo" and "The Restless Gun" is executive producer of the series, which is being filmed by Revue Productions.

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NBC-New York, 6/18/59



NBC TELEVISION NETWORK

NEWS  
June 18, 1959

## 'TODAY' WILL BROADEN ITS PROGRAMMING AREAS THROUGH USE OF TAPE

- - -

New Concept Will Give Series Greater Flexibility While  
Retaining Live, Up-to-the-Minute News Coverage

A new concept to broaden the areas of programming on the NBC-TV Network's "Today" show through the use of video tape will be adopted by the series sometime prior to mid-September, it was announced today by Jerry A. Danzig, Vice President, NBC Participating Programs.

With the exception of its live, up-to-the-minute news coverage, all segments of "Today" will be taped late in the afternoon prior to each day's telecast, making possible more flexible programming, Mr. Danzig said. "Today" stars Dave Garroway and is telecast Monday through Friday, 7-9 a.m. (NYT).

Robert Bendick, producer of the "Today" show, said "We will be able to move much closer to the excitement of events as they occur by taping the show, using pick-ups from areas in the news, showing prominent figures in their natural habitats." He said that more emphasis will also be given to prominent figures in entertainment and the arts, as well as in sports.

(more)



One of the reasons leading to the decision to tape the show was the outstanding success and widespread interest in the segments of the show recently taped in Paris. Similar ventures will be scheduled in the future.

Another important reason for taping "Today," Mr. Bendick said, is the time element, with many more people available for appearances in the afternoon who previously were unable to appear so early in the day.

The West Coast areas, which have been for the most part unavailable for live participation in "Today," will now be available too, Mr. Bendick said. Additionally, the entire area of news coverage and special features will be broadened considerably, permitting on-the-spot reporting of major news events and follow-up features.

Fast-breaking special news events and emergencies will be covered live on the daily "Today" telecasts, however, Mr. Bendick said, maintaining the program's timeliness.

In the meantime, "Today" will experiment during the Summer with special video tape features preparatory to the new format scheduled to begin in September.

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NBC-New York, 6/18/59





June 18, 1959

## —ERA OF TRANS-ATLANTIC TV NEWSCASTING OPENS—

- - -

NBC-TV Network Viewers See Film of Queen Elizabeth in Little  
More Than Two Hours After It Was Taken at London Airport

The era of trans-Atlantic television newscasting was opened today (Thursday, June 18) with a special program on the NBC-TV Network showing newsfilm of Queen Elizabeth little more than two hours after it was taken at London Airport.

About two minutes of film, including scenes of the Queen departing for her Canadian tour, were transmitted on the trans-Atlantic telephone cable and telecast on the special experimental program (NBC-TV Network, 10:15-10:30 a.m. EDT).

The remainder of the program was devoted to a demonstration and discussion of the new transmission technique developed by the British Broadcasting Corporation. The program originated in the Montreal studios of the Canadian Broadcasting Corporation and was fed to the NBC-TV Network at Buffalo.

The film was in two segments, the first showing scenes of Buckingham Palace and London Airport. The second showed the Queen boarding a plane at the airport and the Queen Mother and Princess Margaret waving goodbye.

NBC engineers described the quality of the television reception as "excellent, within the limitations of the trans-Atlantic cable facilities."

(more)



The new process drastically reduces the time required for sending newsfilm across the Atlantic. In today's test, film of Queen Elizabeth was seen in the United States within less than two-and-a-half hours after it was taken in London. If the same film had been transported by jet plane, it would have taken about eight hours before it could be put on the air in this country.

The new transmission process developed by BBC permits the sending of brief film sequences over a circuit of the trans-Atlantic telephone cable normally used for sound. These transmissions can be carried on the cable in either direction.

Under the new process, pictures from a film are sent over the cable electronically at slow speed and are re-assembled on another film on the other side of the Atlantic. The new film can then be transmitted to viewers by the television service in the receiving country.

The system is based on 16-mm film, which is widely used for television news coverage. The equipment, which can be used either for sending or receiving, transmits every second frame of film. At the receiving end, each of these frames is printed twice.

In transmission, each picture is scanned, line by line, by a slow-speed flying-spot film scanner. The view signal from the scanner is then used to modulate a carrier for transmission over the cable. At the receiving end, the signals are demodulated and used to operate slow-speed film telerecording equipment.

Each frame of film requires eight seconds for transmission over the cable. This is about 75 times faster than previous methods of sending still pictures by facsimile transmission. To send one minute of film takes about 100 minutes of transmission time.

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NEWS  
June 18, 1959

## NBC WINS 4 OF 7 ROBERT E. SHERWOOD TV AWARDS

NBC has won four of seven prizes presented in the fourth annual Robert E. Sherwood Television Awards competition -- including two prizes for special NBC News programs.

The "Loretta Young Show" won second prize for the play "Twenty Cent Tip" on the NBC-TV Network May 31, 1959. The play dealt with the attitude of pupils toward a teacher who supplemented her inadequate salary with outside work. The prize, \$2,500, was shared equally among producer John London, writer Pauline Stone and director Jeffrey Hayden. A plaque was presented to David Levy, Vice President, NBC-TV Programs and Talent.

"Report from Alabama," a special NBC News program on the hearings to investigate charges of denial of voting rights in Alabama, won a prize of \$2,000. The program, presented Dec. 14, 1958, was produced by Julian Goodman, directed by Charles Jones, and written and narrated by Frank McGee. A plaque was presented to William R. McAndrew, Vice President, NBC News.

"The American Stranger," an NBC News special on the plight of Indians in the Northwest, also received a \$2,000

(more)



2 - Sherwood TV Awards

award. The program, presented on the "NBC Kaleidoscope" series, Nov. 16, 1958 was produced by Reuven Frank and directed by George Murray, with Robert McCormick as reporter-director. A plaque was presented to Mr. McAndrew.

"Meet Mr. Lincoln," a special program produced by NBC Special Projects, Feb. 11, 1959, won a \$500 prize for "the application of a brilliant technique to a familiar and important subject." The program was produced and directed by Donald B. Hyatt and written by Richard Hanser. A plaque for this program went to the NBC-TV Network.

The awards were presented yesterday (June 17) by Mrs. Eleanor Roosevelt at a luncheon in the Hotel Plaza, New York. The Robert E. Sherwood Television Awards were established in 1955 by the Fund for the Republic in honor of the late Pulitzer Prize playwright. The awards honor programs that deal "most dramatically and effectively with the subjects of freedom and justice."

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NBC-New York, 6/18/59

approachable with no boundaries (including self). Being with others is a task of becoming and being. We must understand ourselves by reflecting upon our behavior and avoid a tendency to look for negative feelings or "problems" in our relationships. We must learn to accept ourselves as we are without judgment and to practice the following two principles: 1) to take responsibility for our own actions and 2) to take responsibility for our reactions to others and for the reactions of others to us.

IPB looks at relationships as the primary source of our problems and our greatest opportunity. Because each person has the right

## IPB Model Summary

June 18, 1959

LIAM REDMOND AND WILLIAM SHATNER JOIN STELLAR CAST  
OF 'THE TEMPEST' COLORCAST ON 'HALL OF FAME'

Liam Redmond and William Shatner have joined the cast of Shakespeare's "The Tempest," which the NBC-TV Network's "Hallmark Hall of Fame" will present in the Spring of 1960.

They will co-star with Maurice Evans, Richard Burton, Roddy McDowall, Tom Poston and Lee Remick in the 90-minute color production. Redmond will be cast as Gonzalo, and Shatner as Ferdinand.

Liam Redmond, a native of Limerick, Ireland, made his stage debut at Dublin's Abbey Theatre in 1935. He later appeared in 50 plays at the Theatre, and produced 10. He made his first Broadway stage appearance in 1939 in "The White Steed." His latest TV role was in "What Every Woman Knows" on "The DuPont Show of the Month."

Canadian-born William Shatner, although only 25, is a veteran of four years at the Stratford, Ontario, Shakespeare Festival. He is currently starring on Broadway in "The World of Suzie Wong."

"The Tempest" goes into rehearsal Sunday, June 21. It will be recorded on color video tape Sunday, July 12.

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PUBLICITY PHOTOGRAPHY FOR A MAJOR NETWORK IS DESCRIBED  
BY NBC'S SID DESFOR AT KENT STATE UNIVERSITY

KENT, OHIO, JUNE 18 -- Sid Desfor, Manager of the NBC Photographic Department, NBC Press, described the various phases of providing publicity photographs for a major broadcasting network, in an address at Kent State University here today.

Mr. Desfor, speaking before a session of the 18th annual Short Course in Photojournalism, highlighted the activities of NBC's photographic unit in relationship to other areas in the network. The four general areas of service provided by the Photographic Department were outlined by Mr. Desfor as feature photo service, special supplemental service, color service, and special services requested by individual newspapers. He illustrated his address with color slides.

-----O-----

NBC-New York, 6/18/59



JACK TRACY  
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York 20, N.Y.

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ROBERT W. SARNOFF URGES CONGRESS TO PROVIDE SWIFT REMEDIAL  
LEGISLATION TO LIFT 'POLITICAL GAG' ON BROADCAST NEWS  
COVERAGE IN TIME FOR NATIONAL ELECTION CAMPAIGN

WASHINGTON, June 19 -- Swift and clear-cut remedial legislation in the present session was urged upon Congress today by Robert W. Sarnoff, Chairman of the Board of NBC, to lift a "political gag" on broadcast news coverage in time for the impending national election campaign.

Testifying to the "compelling urgency" of such legislation, Mr. Sarnoff told the Communications Subcommittee of the Senate Interstate and Foreign Commerce Committee:

"Unless the gag is lifted during the current session of the Congress, a major curtailment of television and radio political coverage in 1960 is inevitable. And as a painful corollary, reporting of public affairs of any kind would be heavily limited during the political campaign."

Mr. Sarnoff emphasized that restrictions caused by Section 315, the so-called equal-time provision, "do not in themselves impose any commercial handicap" on any broadcasting station or network. "But there is a burden, an onerous one," he added, "and it is borne principally by the American electorate. It takes the form of a severe restriction on the public's right to be freely informed, and it weighs most heavily in the most vital area which that freedom is intended to protect: the enlightened exercise of the ballot."

(more)



He told the Subcommittee members that they and their colleagues in Congress had a special stake in the problems arising from Section 315, since it is they "who hold and seek public office and who rely on our broadcast service as a principal link to their constituents."

The NBC Board Chairman called the gag on broadcast political coverage the "clear and immediate result" of the FCC's recent Lar Daly ruling interpreting Section 315 to apply to newscasts showing a political candidate, and requiring the broadcaster to give equal time to all rival candidates. The FCC upheld this sharply contested ruling last Tuesday.

Mr. Sarnoff described the ruling as only the latest example of the Section's record of "frustrating the very ends it was designed to serve." He also advocated legislative changes to make possible the appearance of major-party candidates on such panel interview programs as "Meet the Press" and "Face the Nation," as well as debates and campaign talks, without requiring "hour upon broadcast hour to be devoted to the often quixotic antics" of every fringe and splinter-party candidate.

In this connection, Mr. Sarnoff declared, "I should like to repeat the assurances I gave to Senator Lyndon Johnson in a letter written in March, 1956. I informed Senator Johnson that, if broadcasters were relieved of the need to offer equal time to the minor candidates, NBC would offer appropriate opportunities for network appearances to the Presidential and Vice Presidential candidates of both major parties."

A bill offered by Senator Vance Hartke (Dem., Ind.), one of four whose aims were endorsed by Mr. Sarnoff, would remedy this

(more)



situation by requiring equal time only for candidates whose party received at least 4% of the total vote cast for that office in the previous election, or who hold petitions bearing signatures equal to 1% of the total vote.

Mr. Sarnoff presented an analysis of the four bills the Subcommittee is considering on Section 315. In addition to the one sponsored by Senator Hartke, the others have been offered by Senators Gordon Allott (Rep., Colo.), Strom Thurmond (Dem., S.C.), and Spessard Holland (Dem., Fla.). He gave general support to all these measures, offering suggestions for strengthening and clarifying some of the proposed wording to avoid administrative difficulties.

One of the proposed reforms he endorsed would solve the dilemma of broadcasters who are prohibited by Section 315 from censoring broadcasts by candidates and yet are left at the mercy of suits for defamation that they can avoid only by violating the law. "We believe," he said, "that the American public is entitled to hear what its candidates have to say without tampering by any one. But at the same time we feel that Congress should expressly protect from liability for defamation the broadcasters it has rendered powerless to act."

The curbs inflicted by the Lar Daly ruling on broadcast political coverage, Mr. Sarnoff said, would also hamper the reporting of other vital public affairs and issues, because many of them inevitably involve prominent office-holders who happen to be political candidates as well. "It will place these curbs," he added, "on our reporting of local news, national affairs and even foreign-policy issues during an era of world tension and in the midst of an election campaign when the public has a crucial need to be informed."

(more)



To underscore how the ruling curtails "the freedom of journalists to report and edit the news," Mr. Sarnoff drew a direct parallel of the effects the ruling would have if applied to American newspapers. "It would mean," he said, "that whenever a newspaper decided, in the normal exercise of journalistic judgment, to run a picture or a news story quoting a political candidate, a government agency would order the paper to allot an equal amount of space to every one of his opponents to fill in any way they desired. It seems far-fetched indeed; yet that is precisely what the FCC has ordered broadcasters to do."

-----o-----

NBC-June 19, 1959



BEFORE THE  
SUBCOMMITTEE ON COMMUNICATIONS  
OF THE  
COMMITTEE ON INTERSTATE AND FOREIGN COMMERCE  
OF THE  
UNITED STATES SENATE

STATEMENT OF ROBERT W. SARNOFF  
CHAIRMAN OF THE BOARD  
NATIONAL BROADCASTING COMPANY, INC.

JUNE 19, 1959

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EMPIRICAL METHODS IN COMPUTER DESIGN

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PAPERS OF THE AMERICAN MUSEUM

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STATEMENT OF ROBERT W. SARNOFF

I welcome this opportunity to present the views of the National Broadcasting Company on the urgent problems arising from Section 315 of the Communications Act and on the measures that have been introduced to solve them.

I do not appear before you as a special pleader for NBC or the broadcasting industry. The restrictions on broadcast political coverage which concern this Subcommittee do not in themselves impose any commercial handicap on any broadcasting station or network. It would place no serious burden on broadcasters as businessmen to conform to the most rigid interpretation of Section 315.

But there is a burden, an onerous one, and it is borne principally by the American electorate. It takes the form of a severe restriction on the public's right to be freely informed and it weighs most heavily in the most vital area which that freedom is intended to protect: the enlightened exercise of the ballot. Our concern for this burden at NBC is the concern of all citizens, and the concern of all those charged with a responsibility to the public interest.

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Indeed, if anyone may be said to have a special personal stake in the problems arising from Section 315, it is those who hold and seek public office and who rely on our broadcast service as a principal link to their constituents. Perhaps this is one of those rare occasions when witnesses before a Senate committee are testifying less in their own interest than in the interest of the members of the committee and their colleagues of the Congress.

Section 315 has a history of frustrating the very ends it was designed to serve, but never has it aroused such profound frustrations or posed so urgent a threat as in the Lar Daly ruling by the Federal Communications Commission, which has been reaffirmed only this week.

This ruling is unsound in principle, unrealistic in practice and harmful in effect. Its clear and immediate result is to clamp a political gag on the special techniques of television and radio journalism virtually on the eve of a national political campaign. Unless the gag is lifted during the current session of the Congress, a major curtailment of television and radio political coverage in 1960 is inevitable. And as a painful corollary, reporting of public affairs of any kind would be heavily limited during the political campaign.



The Lar Daly ruling is unsound in principle for several reasons. In its entire history, going back 32 years, Section 315 has never before been construed to apply to radio or television news broadcasts carrying the voices or images of political candidates. In its only decision on this issue before the Lar Daly ruling, the FCC ruled that Section 315 did not apply in such cases. Section 315, in the section's own words, applies to "the use by the candidate" of the station's facilities. When a candidate's voice or image is carried by film or tape on a newscast, the candidate does not use the station; the station uses the candidate in its reporting of the news.

In a far larger sense, the Lar Daly ruling is unsound in principle because it curtails the freedom of journalists to report and edit the news. Today more Americans get their news from television and radio than from any other medium. There are about 2-1/2 times as many television and radio stations in the United States as newspapers. Nobody who lives in the middle of the 20th century, and surely not the press, would deny freedom of the press to those who disseminate the news through electronic techniques instead of printing plants.

The incongruity of the Lar Daly case can perhaps best be appreciated by imagining a direct parallel affecting America's newspapers. It would mean that whenever a newspaper

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expansion of membrane potential after the cell has broken  
and will continue to expand until the membrane potential reaches  
the point where the protein and elements of expanded synapses and  
expansion of membrane potential after the cell has broken  
and will continue to expand until the membrane potential reaches

decided, in the normal exercise of journalistic judgment, to run a picture or a news story quoting a political candidate, a government agency would order the paper to allot an equal amount of space to all his opponents to fill in any way they desired. It seems far-fetched indeed; yet that is precisely what the FCC has ordered broadcasters to do.

The Lar Daly ruling is unrealistic in practice because a single television news report showing any political candidate would in effect compel a station to sacrifice most of its news time, and thereby its news function, to any and all opposition candidates for any use of their own.

What this would mean in 1960 can be demonstrated in terms of NBC news reporting during the last Presidential campaign. During the month of October, 1956, our 15-minute evening news program, Monday through Friday, used news film excerpts on 24 occasions showing President Eisenhower and Governor Stevenson. If the current ruling had been in effect, we would have been compelled to grant time to the 15-odd fringe and splinter-party Presidential candidates. We estimate that if each of them received the amount of time occupied by newsclips of the two major candidates, they would have consumed all the rest of the 5 and 3/4 hours allotted to our evening news report that month. The concept of the program as a balanced report of world news would have been totally invalidated.



The Lar Daly ruling is harmful because, as a practical matter, it will compel broadcasters in the forthcoming national political campaign to abandon the unique and powerfully eloquent journalistic tools of broadcasting -- the voices and images of the candidates themselves. These are the special, unmatched qualities which are the essence of radio and television. Through these qualities, broadcasting has operated to amplify and strengthen our democratic process by placing those who seek public office under a wider and closer scrutiny by the electorate than other generations ever dreamed possible.

The curtailment we face in political coverage will also hamper our reporting of other vital public affairs and issues, because many of them inevitably involve prominent office-holders who happen to be political candidates as well. It will place these curbs on our reporting of local news, national affairs and even foreign-policy issues during an era of world tension and in the midst of an election campaign when the public has a crucial need to be informed.

I believe it is a matter of compelling urgency to remove these destructive effects of Section 315. It is our conviction at NBC that this can best be done not through fresh administrative interpretations or rulings in the courts but by clear-cut Congressional action on Section 315 itself. The Lar Daly ruling is only the latest example of how the letter of this law tends in practice to destroy its spirit.



We believe that the basic principle underlying the "equal-time" provision is to ensure the people of a fair, balanced presentation of the political facts and arguments they need to know to govern themselves. Certainly that principle cannot be served by discouraging such presentation altogether. Yet that has been the historic effect of Section 315. It has been a deterrent rather than a stimulant; it has clogged the political pump it was intended to prime.

This paradox had been operating for many years in two areas of broadcasting before the FCC extended it to the field of news coverage. One was the presentation of campaign talks by the candidates; the other, panel discussions and interviews and debate programs.

It is patently in the public interest for broadcasters to offer appropriate time for talks by the major party candidates for President and Vice President. But if they do so, Section 315 requires them to give every other candidate for those offices equal time. In 1956 that would have meant equal time for those 15-odd candidates, as well as their running mates. In 1956, the aggregate vote for all the minor party candidates barely exceeded 1% of the total popular vote. Yet, if we are to observe Section 315, these candidates would occupy far more air time than the candidates of the two major parties. To require hour upon broadcast hour to be devoted to the often quixotic



antics of little known candidates; to require this so that the public might listen for just one hour to the candidates in whom they are really interested, is, in my opinion, a miscarriage of common sense and a disservice to the public. Such an exercise in tedium might well destroy public interest in listening even to the major candidates.

As to panel discussions and such programs as "Meet the Press" and "Face the Nation" the practical effects of Section 315 preclude the participation of many of the best-informed and most vitally placed national figures during periods of political campaigns -- the very time when it is most important for the public to absorb knowledgeable discussion of public issues. Because of the rigid equal time requirements, qualified authorities who happen to be candidates for office are in effect blocked from appearing on such informative programs even when their appearance is prompted by special knowledge of the subject under discussion.

In this connection, I should like to repeat the assurances I gave to Senator Lyndon Johnson in a letter written in March, 1956. I informed Senator Johnson that, if broadcasters were relieved of the need to offer equal time to the minor candidates, NBC would offer appropriate opportunities for network appearances to the Presidential and Vice Presidential candidates of both major parties.



In addition to its direct effects in thwarting the free flow of information, Section 315 demonstrates in still another area its genius for preventing what it was intended to promote. For it also provides that a broadcaster shall have "no power of censorship" over broadcasts by candidates -- and then leaves him at the mercy of suits for defamation that he could avoid only by violating the law. In some states, the broadcaster has been rescued from this dilemma by statutory relief. But this relief is not universal, as broadcasting itself is, and in other states broadcasters present candidates under the requirements of Section 315 only at the peril of suits for defamation.

Now, what is the remedy for the abuses of freedom and common sense implicit in Section 315? Some broadcasters believe in the simple, thorough surgery of repealing the section outright. They can summon persuasive arguments. On the basis of decades of performance, even in areas of controversy and political dispute not governed by Section 315, the broadcasting industry has achieved a well-documented record of impartiality. No enterprise in the country is more keenly or swiftly responsive to public opinion than broadcasting -- or more heavily dependent upon its good will. A long tradition rooted in the spirit of political fair play, as well as the hard-headed considerations of a highly competitive, public-oriented business, argue that broadcasters can be trusted to maintain proper balance in their political coverage.



NBC believes that the paramount consideration at this time is the need to eliminate the abuses of Section 315 in time for the 1960 political campaign. In our opinion, this objective can be served most swiftly and effectively by the enactment of remedial legislation now being considered by this Subcommittee.

At the time Senator Hartke introduced his bill, I issued a public statement calling it "a constructive effort to remove the shackles from American broadcasters in the coverage of political news" and to replace Section 315 with "reasoned and logical ground-rules." The public also owes a vote of thanks to the Senators who co-sponsored this measure; and to Senator Allott, Senator Thurmond and Senator Holland for the bills they have introduced with similar worthwhile aims.

Now I should like to offer NBC's specific comments on these various legislative proposals.

On the Lar Daly issue, we believe it should be made clear that Section 315 does not apply to news programs produced by stations or networks. We therefore support the bills offered by Senators Allott, Thurmond and Holland as well as the portion of Senator Hartke's bill dealing with this problem.



In the case of three of these bills, we have minor suggestions as to wording. The Allott and Holland bills, after requiring that the format and production of the program be in the hands of the station or network, also make it a condition that "the candidate in no way initiated the recording or the broadcast." The Hartke bill, after requiring that all details of the program be determined in good faith by the broadcaster's news judgment, adds the condition that the program be "in no way designed to advance the cause of or discriminate against any candidate."

We believe that these additional conditions are unnecessary and would tend to raise problems of interpretation. Section 315 usually must be interpreted in a hurry during election campaigns, and to introduce unnecessary nuances of construction would hinder the administration of the act. I say unnecessary, because we believe it is a sufficient safeguard to rely on the news judgment and integrity of the station or network producing the program.

For your convenience, attached hereto is a suggested revision of these bills along the lines I have discussed.

As to the problem involving panel discussion and interview programs under the responsible supervision of a station or network, we believe that the participation of political candidates should not be regarded as reason to grant equal time. Accordingly, we support the Thurmond bill on this point as we



supported its predecessor during the 84th Congress. We also support the relevant provision of the Hartke bill, with the same minor reservation I noted as to the unnecessary and undesirable nature of the additional conditions governing news programs.

As to the problem of granting equal time to minor candidates for President and Vice President, we believe that to qualify for equal time such candidates or their parties should be required to meet certain minimum standards of popular support either in the previous elections or through signed petitions. This is set forth in the Hartke bill in a provision similar to one that was introduced in the 84th Congress by Senator Johnson and co-sponsored by 62 other Senators. NBC went on record then in favor of the proposal, and I am happy to reaffirm our support at this time.

Another provision of the Hartke bill sets up criteria for granting equal time to candidates for nomination for the offices of President and Vice President. We also support this provision, but we believe that it would be easier to interpret if its form were revised to parallel the provision on minor-party candidates for election to those offices. This can be done without any change of substance, and attached to this statement is our suggestion on how it may be accomplished.

In addition, we would suggest extending the criteria for would-be nominees and minor-party candidates to state and local elections as well as the national elections. The



Lar Daly incident, which occurred in the campaign for nomination for Mayor of Chicago, is the latest indication that this problem is by no means peculiar to Presidential campaigns. Proposed language for this additional provision is attached to this statement.

Finally, NBC has no quarrel with a Congressional policy which denies a broadcaster the power to censor a candidate's broadcast. We believe that the American public is entitled to hear what its candidates have to say without tampering by anyone. But at the same time we feel that Congress should expressly protect from liability for defamation the broadcaster it has rendered powerless to act. This was the sense of a bill we supported during the 84th Congress, and for the same reasons we now support the portion of the Hartke bill dealing with this problem with two suggestions for changes.

First, we suggest that its provision be made to apply to all appearances by candidates on the air, since some of them will be making appearances to which Section 315 will not apply. Second, since broadcasters might be considered to "take part" in the production of the programs in which the candidates appear, we suggest it be made clear that the broadcaster is liable only if he "directly engages in the preparation of such defamatory or libelous statement."

— 5 —

Attached to this statement are these suggested revisions. I have now covered NBC's position on the issues before you. An irksome, self-defeating section of the law, poorly conceived and difficult to administer, has imposed on the public too long. Most recently it has generated an administrative interpretation so absurd that it has aroused a national outcry of indignation. We at NBC believe that the remedy is now in your hands. In the face of the pressing need as a campaign year comes upon us, I urge you most earnestly to put the remedy to work.

gezichter und gegen Ende des dreizehnten Jahrhunderts  
wurde erneut eine Münze mit dem Namen von RUMYANTZ  
geprägt, was auf die Rückkehr zurückgewichener Einwohner im Jahr  
1678 zu rückschließen gestattet. Die Rückkehr der Einwohner  
wurde durch die Rückgewährung der alten Rechte und Privilegien  
begünstigt, so dass man aus der Zeit nach 1678 noch keine  
genauen Angaben machen kann, ob das Stadtrecht wiederhergestellt  
wurde oder nicht. Nachdem die Stadt wiederhergestellt war, wurde  
die alte Wappenfigur wieder eingeführt, die auf einer Wappentafel  
aus dem Jahre 1680 abgebildet ist. Das Wappen zeigt einen Löwen  
auf einem Schild, der ein Schwert hält.

S. 1604  
(Allott)

A BILL

To amend the Communications Act of 1934 to provide that  
"equal time" provisions shall not apply to news programs.

1        Be it enacted by the Senate and House of Representa-  
2        tives of the United States of America in Congress assembled,  
3        That section 315(a) of the Federal Communications Act  
4        is amended to read as follows:

5            "SEC. 315. (a) If any licensee shall permit any person  
6        who is a legally qualified candidate for any public office to  
7        use a broadcasting station, he shall afford equal opportunities  
8        to all other such candidates for that office in the use of  
9        such broadcasting station: Provided, That such licensee shall  
10      have no power of censorship over the material broadcast  
11      under the provisions of this section. No obligation is hereby

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(STORIA)

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1 imposed upon any licensee to allow the use of its station by  
2 any such candidate. Appearance by a legally qualified  
3 candidate on any news program, including news reports  
4 and news commentaries, where the format and production  
5 of the program are determined by the broadcasting station,  
6 or by the network in the case of a network program, and  
7 the-candidate-in-ne-way-initiated-the-recording-er-the-bread-  
east, shall not be deemed to be use of a broadcasting station  
9 within the meaning of this subsection."

to follow will be set forth or contained upon each document  
hereinafter referred to as "the accompanying Exhibitions" that may  
arise from time to time; when the term "Exhibitions"  
shall mean those documents and exhibits, collectively, which have  
been publicly exhibited and made available and shall  
not include any document held by Plaintiff and its agents and  
any document which has been made available and made  
publicly available prior to the date of execution of this  
Agreement and before the date of the first public  
offering of the securities referred to herein.

S. 1858  
(Hartke)

A BILL

To revise, extend, and otherwise improve the Communications Act of 1934 (47 U.S.C. 315) to bring into focus and more proper perspective that section of the law governing political broadcasts.

1        Be it enacted by the Senate and House of Representa-  
2        tives of the United States of America in Congress assembled,  
3        That this Act may be cited as the "Fair Political Broad-  
4        casting Act of 1959".

5        Sec. 2       The Congress finds (1) radio and television as  
6        a means of mass communication have played, and will con-  
7        tinue to play, an ever-increasing role in the conduct of elec-

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AT TORONTO, ONTARIO, CANADA.

1 tion campaigns; (2) the basic purpose of section 315 of  
2 the Communications Act of 1934 is to insure that a broad-  
3 casting licensee, which allows its facilities to be used by a  
4 legally qualified candidate, affords fair and equal oppor-  
5 tunities to all opposing legally qualified candidates; (3) the  
6 great variety of factors which are relevant in deciding what  
7 constitutes fair and equal opportunity have afforded constant  
8 frustration and pitfalls to legally qualified candidates for  
9 public office and the broadcast industry; and (4) recent  
10 rulings by the Federal Communications Commission con-  
11 cerning the interpretation of section 315 as it now stands  
12 have tended to be inconsistent with the original intent of  
13 the Congress and thus with the objectives of public service  
14 and public enlightenment. Therefore, it is the purpose of  
15 the Congress to extend, revise, and improve the Communi-  
16 cations Act of 1934 to bring into focus that section of the  
17 law governing political broadcasts.

18 Sec. 3. Section 315 of the Communications Act of 1934

19 (47 U.S.C. 315) is amended to read as follows:

20 "SEC. 315. (a) If any licensee shall permit any person  
21 who is a legally qualified and nominated candidate for the  
22 office of President or Vice President of the United States  
23 to use a broadcasting station, he such licensee shall afford  
fair and equal  
24 opportunity in the use of such broadcasting station to every  
25 other such candidate for such office--



1       "(1) who is the nominee of a political party whose  
2       candidate for that office in the preceding presidential  
3       election was supported by not fewer than 4 per centum  
4       of the total popular votes cast; or

5       "(2) whose candidacy is supported by petitions  
6       filed under the laws of the several States which in the  
7       aggregate bear a number of signatures equal to at least  
8       1 per centum of the total popular votes cast in the pre-  
9       ceding presidential election and which signatures are  
10      valid under the laws of the States in which they are  
11      filed.

12      "(b) If any licensee shall permit any person who is a  
13      legally qualified ~~or substantial~~ candidate for nomination by  
14      a political party for the office of President or Vice President  
15      of the United States to use a broadcasting station, such  
16      licensee shall afford fair and equal opportunity in the use  
17      of such broadcasting station to every other such candidate  
18      for nomination to such office by such party - --

19      "~~"(1)--For-the-purposes-of-subsection-(b)-of-this-section~~  
20      ~~315,-a-candidate-for-presidential-or-vice-presidential-nomina-~~  
21      ~~tion-who-is-otherwise-legally-qualified-shall-be-presumed~~  
22      ~~to-be-substantial-if+~~

23      "~~(‡)~~- (1) he who is the incumbent of any elective Federal  
24      or statewide elective office of any State; or

25      "~~(‡‡)~~ (2) he who has been nominated for President or Vice



1 President at any prior convention or caucus of his  
2 party; or

3 "({#}) (3) his whose candidacy is supported by petitions filed  
4 under the laws of the several States which, in the aggregate,  
5 bear a number of signatures, valid under the laws  
6 of the States in which they are filed, equal to at least --

7 "(a) 1 per centum of the total popular vote  
8 cast in the preceding Presidential election for the  
9 candidate of such party, or

10 "(b) 200,000, whichever is smaller.

11 "(c) If any licensee shall permit any person who is a  
12 legally qualified and nominated candidate for any other public office  
to use

13 a broadcasting station, he such licensee shall afford fair and  
equal opportunity

14 units opportunity in the use of such broadcasting station to all  
every other such candidate for that office in-the-

15 use-of-such-broadcasting-station.- --

(1) who is the nominee of a political party whose  
candidate for that office in the preceding election  
for that office was supported by not less than 4 per  
centum of the total popular votes cast; or

(2) whose candidacy is supported by petitions filed  
under the laws of the particular state or local govern-  
ment having jurisdiction which in the aggregate bear a  
number of signatures equal to at least 1 per centum of

and the greater the resistance to the problem  
the better.

The analysis of previous publications both with US UK  
large and small-scale countries and the well-established  
and somewhat familiar conditions for certain areas will  
be used as the major tool for this study and indeed all the  
most important factors will be taken into account.  
Additional information will be drawn from the  
US Office of Economic Cooperation and Development  
which has provided a considerable amount of data  
on the economic and social development of the  
various countries.

Another source from which information on problems and solutions is available is the  
United Nations Economic Commission for Europe.

It is suggested that the following steps be taken:  
1. To collect and analyze data on the economic and social  
problems of each country and to determine the  
causes of these problems. This will involve  
an examination of the political, social, and  
economic systems of each country and the  
identification of the causes of the problems.  
2. To develop a plan of action for each country  
to solve its problems. This will involve  
the identification of the best methods for  
solving the problems and the development  
of a plan of action for each country to  
implement the recommendations.

the total popular votes cast in the preceding election  
for that office and which signatures are valid under  
the laws of the state or local government in which  
they are filed.

"(d) If any licensee shall permit any person who is a legally qualified candidate for nomination by a political party for any other public office to use a broadcasting station, such licensee shall afford fair and equal opportunity in the use of such broadcasting station to every other such candidate for nomination to such office by such party --

(1) who is the incumbent of any elective Federal, statewide or citywide office; or

(2) who has been previously nominated by his party for the office for which he is a candidate for nomination; or

(3) who is supported by petitions aggregating 1 per centum of the total popular vote cast in the preceding election for the candidate of his party for the office for which he is a candidate for nomination.

(Footnote 4, a)

of the following exhibits were seized and

1. One fully charged 12 gauge shotgun and two

12 gauge shotgun shells seized and no serial num-

bers can be

identified and no other weapons found.

2. Two sets of leather clothing worn by police and officers during their

first search and seizure of the residence of the subject and his wife

at police station prior to removal of same from hospital

and no serial numbers or identification numbers can be identified

in writing

3. A black leather belt worn by subject and serial

no serial numbers can be identified

4. A black leather belt worn by subject and serial

no serial numbers can be identified and no serial

numbers

5. A leather belt worn by subject and serial

no serial numbers can be identified and no serial

no serial numbers can be identified and no serial

no serial numbers can be identified and no serial

no serial numbers can be identified and no serial

no serial numbers can be identified and no serial

no serial numbers can be identified and no serial

no serial numbers can be identified and no serial

no serial numbers can be identified and no serial

(p. 4 concluded)

21 atory or libelous statement made by a legally qualified candi-  
22 date for public office ~~in-a-broadcast-made-under-the-previ-~~  
23 ~~sions-of-this-section~~, unless such licensee, agent, or emp-  
24 loyee directly engaged in the preparation of such statement  
~~participated-in-such-broadcast~~ willfully, knowingly,  
25 and with intent to defame.

(Reference 1, 2)

When pollution affects a wetland community, it is usually  
the most sensitive species that are affected first. This  
is true for many coastal zones, where salt-tolerant  
species form the foundation of the ecosystem. These  
species include *Spartina cynosuroides*, *Carex kobomugi*,  
and *Zizaniopsis miliacea*.

1           "(e) (f) Appearance by a legally qualified candidate on  
2 any regularly scheduled or bona fide newscast, news docu-  
3 mentary, panel discussion, debate, or similar type program  
4 where the format and production of the program are under  
5 ~~exclusive~~ the control of the broadcasting station, or by the net-  
6 work in case of a network program, ~~as-to-extent,-presenta-~~  
7 ~~tion,-length,-time,-and-all-other-details,-and-determined-in-~~  
8 ~~good-faith-in-the-exercise-of-the-broadcaster's-judgment-to-~~  
9 ~~be-a-newsworthy-event-and-in-no-way-designed-to-advanee-~~  
10 ~~the-cause-of-or-disseminate-against-any-candidate~~ shall not  
11 be deemed to be use of a broadcasting station within the  
12 meaning of this subsection.

13           "(f) (g) The charges made for the use of any broadcasting  
14 station for any of the purposes set forth in this section shall  
15 not exceed the charges made for comparable use of such sta-  
16 tion for other purposes.

17           "(g) (h) The Commission shall --

18                 "(1) prescribe appropriate rules and regulations to  
19 carry out the provisions of this section, and  
20                 "(2) determine, and upon the request of any licen-  
21 see notify such licensee concerning, the eligibility o.  
22 each candidate for the office ~~of-President-or-Vice-~~  
23 ~~President-of-the-United-States~~ to receive equal opportunity  
24 under subsections (a) (b) (c) and (d) of this section  
25 in the use of any broadcasting station.



1               "(h) (i) No obligation is hereby imposed upon any licensee  
2 to allow the use of its station by any such candidate."

3               Sec. 4. The amendment made by this Act shall be effective  
4 as of January 1, 1960.



S. 1929  
(Holland)

A BILL

To amend the Communications Act of 1934 to provide that  
"equal time" provisions shall not apply to news programs.

1           Be it enacted by the Senate and House of Representa-  
2       tives of the United States of America in Congress assembled,  
3       That section 315(a) of the Communications Act of 1934  
4       is amended by inserting at the end thereof the following:  
5       "Appearance by a legally qualified candidate on any news  
6       program, including news reports and news commentaries,  
7       where the format and production of the program are deter-  
8       mined by the broadcasting station, or by the network in the  
9       case of a network program, and-the-candidate-in-no-way  
10      initiated-the-rearding-er-the-broadcast, shall not be deemed  
11      to be use of a broadcasting station within the meaning of this  
12      subsection."

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THOMAS PATTON, PRESIDENT OF REPUBLIC STEEL, WILL BE SPOKESMAN  
FOR 12 STEEL COMPANIES ON 'MEET THE PRESS' SUNDAY, JUNE 28  
FOR RELEASE MONDAY A.M., JUNE 22

Thomas Patton, President of Republic Steel, has been selected as spokesman on "Meet the Press" by the 12 steel companies involved in the labor dispute threatening to close down the steel industry July 1. He will appear on "Meet the Press" Sunday, June 28 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

Patton was one of the negotiators responsible for the present contract which expires at midnight June 30. He will be interviewed by A. H. Raskin of the New York Times, Edwin Lahey of the Knight Newspapers, Victor Riesel of the Hall Syndicate, and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." The program will be telecast live from New York, with Ned Brooks moderating.

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CREDITS FOR 'THE COURT OF HUMAN RELATIONS' ON NBC-TV NETWORK

PROGRAM AND TIME: "The Court of Human Relations" -- NBC-TV Network, Monday through Friday, 2:30 to 3 p.m. EDT.

PREMIERE: Monday, June 22, 1959

MODERATOR: A. L. Alexander

FORMAT: Mediation is the keynote of the program. Each day a panel of three mediators will attempt to settle the disputes or conflicts of the persons whose cases are brought before the court. The versions of both complainant and respondent will be heard.

CREATED AND PRODUCED BY: A. L. Alexander

EXECUTIVE PRODUCER: Roger Gimbel

DIRECTOR: Ted Nathanson

UNIT MANAGER: David Weisgal

SCENIC DESIGNER: Kathy Ankers

TECHNICAL DIRECTOR: Jack Irving

LIGHTING DIRECTOR: Les Farrenkopf

ASSOCIATE DIRECTOR: Larry Owen Jr.

ANNOUNCER: Fred Collins

THEME MUSIC: Opening - "Journey's End" by Felton Rapley; Closing - "The Good Earth" by Charles Williams.

ORIGINATION: NBC studios in New York, on video tape.

NBC PRESS REPRESENTATIVE: Stan Appenzeller (New York).

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NBC-New York, 6/19/59

WOMEN IN THE WORKING CLASS IN THE 19TH CENTURY

BY MARY MARSHALL

LECTURE

10.30 A.M.

THE ROYAL ACADEMY

COLLEGE OF ARTS

MEMBERSHIP £1.00

NON-MEMBERSHIP £1.50

ADMISSION FREE TO MEMBERSHIP

NON-MEMBERSHIP £1.00

ADMISSION FREE TO MEMBERSHIP

NON-MEMBERSHIP £1.00

ADMISSION FREE TO MEMBERSHIP

ADMISSION FREE

COLLEGE OF ARTS

ROYAL ACADEMY

MEMBERSHIP £1.00

NON-MEMBERSHIP £1.50

ADMISSION FREE

MEMBERSHIP £1.00

NON-MEMBERSHIP £1.50



# TRADE NEWS

JACK TRACY  
ROOM 320

2 COPIES X-H

June 22, 1959

COCA-COLA WILL SPONSOR "AMERICA PAUSES FOR SUMMER'S END,"  
FIRST OF NBC-TV NETWORK'S FRIDAY NIGHT SPECIALS SEPT. 18

The Coca-Cola Company will sponsor "America Pauses for Summer's End," which will open the NBC Television Network's newly announced series of Friday night entertainment specials Sept. 18, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The premiere show in NBC-TV's precedent-shattering series of top quality specials in a fixed time each week, "America Pauses for Summer's End" will be a variety presentation with all America as a background. Alan Neuman will produce the special, which will be telecast 8:30-9:30 p.m. NYT.

The format will be an extension of this season's Coca-Cola specials, in which top stars are presented in individualized settings on location throughout America.

The agency for the Coca-Cola Company is McCann-Erickson, Inc.

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# TRADE NEWS

June 22, 1959

## PHILLIES CIGARS ORDERS YEAR-'ROUND TV SPORTS PACKAGE

- - -

Sponsorship Includes Football, Baseball, Basketball, Racing  
And Bowling for 1959-60 Season on NBC-TV Network

Phillies Cigars has purchased for the 1959-60 season on NBC-TV one of the most comprehensive sports packages in the history of network television. The announcement was made jointly by Walter D. Scott, Executive Vice President, NBC Television Network, and E. Archie Mishkin, President, Bayuk Cigars, Inc.

The new Phillies order covers five major sports -- football, baseball, basketball, racing and bowling -- representing year-'round weekend coverage of sports events and full sponsorship of two bowl games at the end of the football season.

The Phillies package includes sponsorship of one-half of professional basketball on Saturdays, followed by "Racing from Hialeah" and "Phillies Jackpot Bowling" on seven Saturdays in January and February, 1960.

The renewals for next season include one-quarter sponsorship of 10 NCAA football games, the weekly "Phillies Jackpot Bowling" on Fridays (approximately 10:45-11 p.m. NYT), and full sponsorship of the Sugar Bowl Game Jan. 1, 1960, and the Senior Bowl Game Jan. 9, 1960.

(more)



## 2 - Phillies Cigars

Phillies has also purchased one-half sponsorship of approximately 28 NBA professional basketball games next season on Saturday and Sunday afternoons beginning Jan. 2, 1960, and full sponsorship of two National Invitation Tournament basketball games to be scheduled at a later date during the first quarter of 1960.

The purchase also includes sponsorship of half of approximately 50 "Major League Baseball" games on Saturdays and Sundays during the 1960 season.

Wermen & Schorr, Inc., is advertising agency for Phillies Cigars, a product of Bayuk Cigars, Inc.

The complete Bayuk-Phillies year-'round sports package for 1959-60 consists of:

### Football

NCAA Football	Fall, 1959 (10 games)	Quarter Sponsorship
Sugar Bowl	Jan. 1, 1960	Full Sponsorship
Senior Bowl	Jan. 9, 1960	Full Sponsorship

### Basketball

NBA Basketball and Championship Playoffs	28 Games (approx.) Saturdays and Sundays Jan. 2-April 3, 1960	Half Sponsorship
NIT Basketball	2 Games	Full Sponsorship

### Baseball

"Major League Baseball"	50 Games (approx.) Saturdays and Sundays April-Sept. 1960	Half Sponsorship
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### Bowling

"Phillies Jackpot Bowling"	Weekly (approx. 10:45-11 p.m. NYT) Fridays	Full Sponsorship
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"Phillies Jackpot Bowling"	7 Saturday Afternoons in Jan. & Feb., 1960
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### Racing

"Racing from Hialeah"	7 Saturday Afternoons in Jan. & Feb. 1960
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COLORCASTS



June 22, 1959

MAXWELL ANDERSON'S "WINTERSET" AND JAMES COSTIGAN'S TV VERSION OF IBSEN'S "A DOLL'S HOUSE" (STARRING JULIE HARRIS) WILL BE FIRST TWO FALL COLORCASTS OF "HALLMARK HALL OF FAME" ON NBC

Maxwell Anderson's "Winterset" and an original TV version by James Costigan of Ibsen's "A Doll's House," starring Julie Harris, will be the first two presentations of "The Hallmark Hall of Fame" when it returns to the NBC-TV Network next Fall, George Schaefer, producer-director, announced today.

"Winterset" will be colorcast in mid-October, and "A Doll's House" on Sunday, Nov. 15 (7:30-9 p.m. EST) Schaefer said, as he unfolded plans for the 1959-60 "Hallmark" season at a press conference.

The two presentations, as well as four others earmarked for the 1959-60 season, will be 90-minute color specials, produced by Compass Productions Inc., which Schaefer heads, and directed by him.

Shakespeare's "The Tempest," which is now in rehearsal and will be placed on color video tape Sunday, July 12, will be the final presentation of the "Hallmark" series next May.

Of the remaining shows, Schaefer said a special Christmas "entertainment" is slated for Sunday, Dec. 13 (5-6:30 p.m. EST), and that he hopes to produce an original drama in February.

"Our object," Schaefer said, "is to bring a series of the best and most exciting shows ever written to television -- a season of solid, genuine theatre."

(more)



2 - 'Hallmark Hall of Fame'

He said "Winterset," "A Doll's House" and "The Tempest" are "enduring works that have lost none of their beauty and impact over the years."

Miss Harris will make her fifth appearance under Schaefer's direction on "Hallmark" when she stars as Nora in "A Doll's House." Her performance in James Costigan's "Little Moon of Alban" won Emmy Awards for her, the playwright and Schaefer last season. "A Doll's House" will be the third combined effort of the team of Harris, Costigan and Schaefer, which started with "The Lark" in 1957.

"Winterset" is the story of a young man who seeks revenge for a father executed for a crime of which he was innocent. Written partly in free verse and partly in prose, "Winterset" was the first play to win the Critics Circle Award. It opened on Broadway on Sept. 25, 1935.

"A Doll's House" is perhaps the most famous work of the Norwegian poet-playwright. According to Schaefer, "it is a beautifully constructed play of marital problems with a great emotional role to which Julie Harris is eminently suited."

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NBC-New York, 6/22/59





# TRADE NEWS

June 22, 1959

## SALE OF NEW BRITAIN BROADCASTING CO., A WHOLLY-OWNED SUBSIDIARY OF NBC, IS ANNOUNCED

The sale of the New Britain Broadcasting Company, a wholly-owned subsidiary of the National Broadcasting Company which operates television station WNBC and radio station WKNB in New Britain, Conn., was announced today by P. A. Sugg, Executive Vice President in charge of NBC Owned Stations and NBC Spot Sales. The sale is subject to approval by the Federal Communications Commission.

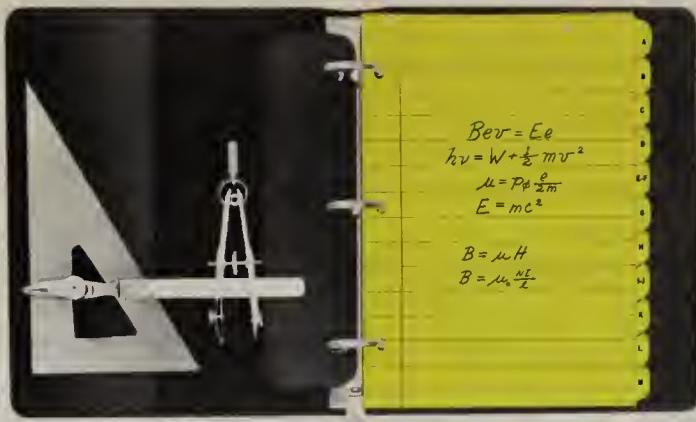
The purchaser is Connecticut Television, Inc., a corporation owned by Plains Television Corporation of Springfield, Ill., and Springfield Television Broadcasting Corporation of Springfield, Mass.

Plains Television Corporation operates Station WICS in Springfield, Ill., and Springfield Television Broadcasting Corporation operates Station WWLP in Springfield, Mass. The officers of Connecticut Television, Inc., are: Herbert Scheftel, President; William Putnam, Vice President, and Elmer Balaban, Secretary and Treasurer.

The program service of the NBC Television Network will continue over Station WNBC after the sale has been consummated, it was announced by Harry Bannister, Vice President, NBC Station Relations.

"Both WICS and WWLP have compiled outstanding records of successful operation in their respective communities," Mr. Bannister pointed out. "The same high standards of community service will guide them in their operation of Station WNBC. We are gratified that through the affiliation with the purchasers of WNBC, the station's television audience will continue to receive NBC service as in the past."





CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:30-7:00 AM MON.-FRI. EST

UNION CARBIDE CORP. JOINS GROUP OF LEADING INDUSTRIES PROVIDING  
FINANCIAL BACKING FOR 'CONTINENTAL CLASSROOM'  
COLORCAST COURSE IN MODERN CHEMISTRY

Union Carbide Corporation has joined the group of leading American industries providing financial backing for the NBC-TV Network's "Continental Classroom" course in Modern Chemistry to be colorcast in 1959-60.

In a statement issued today, Morse G. Dial, Chairman of the Board, Union Carbide Corporation, said:

"Union Carbide Corporation is delighted to have the opportunity to participate in the support of 'Continental Classroom' in Modern Chemistry. As a chemical corporation engaged in basic scientific activities, the standards of scientific education in this country are vital to us."

The American Chemical Society and the American Association of Colleges for Teacher Education are the network's co-partners in presenting the course. In addition to Union Carbide Corporation, seven other leading industries and the Ford Foundation are providing financial backing for "Continental Classroom." The industries are: Bell Telephone System, E. I. du Pont de Nemours & Company, General Foods Fund, International Business Machines Corporation, Pittsburgh Plate Glass Foundation, Standard Oil Company of California and United States Steel.

(more)



2 - 'Continental Classroom'

The two-semester college-level course in Modern Chemistry will be televised in color Monday through Friday, from 6:30 to 7 a.m. local time, starting Sept. 28. It will be a study of the fundamental principles of chemistry and a survey of recent developments. Dr. John W. Baxter, who will be on leave from his post as professor of chemistry at the University of Florida during 1959-60, will be the teacher. Nobel Prize-winning chemists and other outstanding scientists will be guest lecturers.

Chemistry was selected as the "Continental Classroom" offering for 1959-60 because of a critical shortage of teachers in this field. Nearly 300 colleges and universities throughout the nation are expected to offer the TV chemistry course for academic credit.

Modern Chemistry, planned primarily for high school science teachers, will be telecast from Sept. 28 through May 27. In addition to teachers in service, a large audience of college students, gifted high school pupils, chemists, chemical engineers, and others who wish to enlarge their knowledge of the field are expected to be regular viewers.

Network television's pioneering effort to help repair the critical national lag in qualified science instruction, "Continental Classroom" was launched Oct. 6, 1958, with a two-semester college-level course in Atomic Age Physics. In addition to Modern Chemistry, Atomic Age Physics will be repeated by television tape recordings and kinescopes from 6 to 6:30 a.m. local time starting Sept. 28.

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NBC-New York, 6/22/59



NBC TELEVISION NETWORK



NEWS

June 22, 1959

NBC-TV NETWORK, IN COOPERATION WITH THREE MAJOR FAITH GROUPS,  
PLANS 'GENUINELY CREATIVE' RELIGIOUS PROGRAMMING FOR 1959-60

- - -

Details Given at NBC Assembly for TV Heads of the Organizations

Comprehensive plans for "genuinely creative" religious programming on the NBC Television Network for 1959-60 and beyond were announced today at an assembly held in New York by NBC for key TV executives of the nation's three major faith groups.

Edward Stanley, NBC Director of Public Affairs, who presided at the assembly, said the network's partnership with the three major faith groups -- Protestant, Catholic and Jewish -- has resulted in "more experimental and pioneering programs of a high order than any other place in television."

TV chiefs of the National Council of Churches (Protestant and Eastern Orthodox), the National Council of Catholic Men, and the Jewish Theological Seminary of America -- the principal organizations partnering NBC in production of its regular Sunday TV religious programming -- attended the assembly. All agreed with Mr. Stanley's statement and seconded his view that the three faith groups are "moving ahead with genuine creativeness" as co-partners with NBC in television. The groups join with NBC in production of "Frontiers of Faith," "The Catholic Hour," and "The Eternal Light," respectively, as well as of occasional specials.

(more)



## 2 - Religious Programming

Productions on the agenda of "The Catholic Hour" for 1959-60 and beyond, as announced at the assembly by Martin H. Work, executive director of the National Council of Catholic Men, include:

The first presentation anywhere of the Catholic Mass in English in an effort to "communicate its meaning as clearly as possible to a general audience." (October)

Two programs dealing with the recent Vatican decree bringing about changes in the liturgy of the Mass. (October)

A series of four or five programs designed as an "introduction" to the Bible. (January, 1960)

A series of four programs dealing with the Catholic approach to the arts in the past and present -- two on art and architecture, two on music. (May, 1960)

A filmed biography of Thomas Merton, based on "The Seven Story Mountain" and other of his writings. (Date indefinite)

A feature to be filmed in Africa and designed to show what is happening to the Church there. (Date indefinite)

Projects scheduled for next season on "Frontiers of Faith," as announced by Dr. S. Franklin Mack, executive director of the Broadcasting and Film Commission of the National Council of Churches, will be:

A filmed report on Africa, with Dr. Emery Ross, Dr. Albert Schweitzer's personal representative in America. (September)

A series of three dramas on the "middle years" in the life of American men and women. (September)

A series of six dramas dealing with Christian ethics. (February, 1960, to mid-March)

(more)



### 3 - Religious Programming

A series of six programs dealing with religion and the arts. (Mid-March through April, 1960)

A series of discussions of major contemporary dilemmas. (Summer, 1960)

Programs scheduled for 1959-60 and beyond by "The Eternal Light," as announced by Rabbi Bernard Mandelbaum, TV head and dean of students at Jewish Theological Seminary of America, will include an eight-week cycle (November and December) comprising:

Two programs marking the 100th anniversary of the birth of Sholem Aleichem, the noted Yiddish writer, with discussions by Mark Van Doren and Maurice Samuel and dramatic readings by groups of actors.

A one-man show featuring Theodore Bikel, ballad singer and actor.

A drama based on the Flushing Remonstrance, the 17th-Century Quaker stand for religious liberty in New Amsterdam.

A script by Morton Wishengrad for dramatic readers, dealing with Rabbi Yisroel, 19th Century East European rabbi.

Repeat telecasts of two made-in-Israel films, "The Land of the Book" and "The People of the Book," first presented last month by NBC.

A possible repeat of "The Hassidic Tale," a drama which received an "Emmy" Award nomination.

Each of the TV heads of the faith groups issued a statement at the assembly saluting multi-faith partnership with NBC.

Dr. S. Franklin Mack, executive director of the Broadcasting and Film Commission of the National Council of Churches, said: "The  
(more)



#### 4 - Religious Programming

unprecedented interfaith cooperation NBC has brought about in TV programming has been a stimulating experience for all of us. Cooperation has resulted in continually improving programming and a more responsible use of the medium. NBC's expectation has been a challenge. We have all moved far ahead in the planned use of TV and all have an excitement about plans for the future."

Rabbi Bernard Mandelbaum, of the Jewish Theological Seminary of America, said: "If anything is characteristic of the NBC Network it is the degree of respect it has for what each faith group wants to do. It has given each of us every cooperation possible in order to bring out the best in ourselves. Here we do not feel ourselves to be consultants, but truly creative partners. The result has been programs of prize-winning quality for all of the groups."

Martin H. Work, executive director of the National Council of Catholic Men, said: "One of the answers to criticism of the 'mediocrity' of television can be found in the type of programming going on -- particularly in the past year -- by NBC and the religious faith groups. The faith groups have never been criticized for 'mediocrity' or 'blandness' and have won the respect of critics and public."

Members of the assembly, in addition to those named above, were: William R. McAndrew, Vice President, NBC News; Doris Ann, NBC supervisor of religious TV programs and network producer of all religious TV programs; Martin Hoade, NBC director of all of the programs; John M. Gunn, director of live television, and Ben E. Wilbur, director of program operations, both of the Broadcasting and Film Commission of the National Council of Churches; Richard J. Walsh, director of TV and radio for the National Council of Catholic Men;

(more)



## 5 - Religious Programming

Milton E. Krents, producer of "Eternal Light" for the Jewish Theological Seminary of America; and Rabbi Arthur A. Chiel, program editor of "Eternal Light," member of the staff of Jewish Theological Seminary of America.

Since its start in October, 1950, the NBC Television religious program has been presented alternately by "Frontiers of Faith," "The Catholic Hour," and "The Eternal Light." The current series is "Frontiers of Faith," telecast Sundays from 5:30 to 6 p.m. EDT.

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NBC-New York, 6/22/59



NBC-TV NETWORK PROGRAM

AUCTION OF RUBENS' FAMOUS PAINTING, "ADORATION OF THE MAGI,"  
WILL BE FILMED FOR "CHET HUNTLEY REPORTING" PROGRAM

The auction of Rubens' "Adoration of the Magi" in London this week will be filmed for telecast on "Chet Huntley Reporting" Sunday, June 28 over the NBC-TV Network, 6:30-7 p.m. EDT.

The sale of the famous painting, expected to bring a record price for a work of art, will take place in Sotheby's auction house in London.

Chet Huntley will discuss the auction as a case in point in the current British controversy over the loss of national art treasures to the United States and other countries.

NBC-New York, 6/22/59

RECORDED INFORMATION

"WITNESS TO RUMBLE, LAMON'S FURNITURE" ATMOSPHERE OF THE ROOM  
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RECORDED INFORMATION

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of June 28 - July 4 (All Times EDT)

Sunday, June 28

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with guests Howard Morris and Pat Carroll.

Monday through Friday, June 29-July 3

4-4:30 p.m. -- "Truth or Consequences" -- Bob Barker is emcee.

Monday, June 29

10-10:30 p.m. -- "The Arthur Murray Party" -- Kathryn and Arthur Murray star.

Tuesday, June 30

8:30-9 p.m. -- "The Jimmie Rodgers Show" -- Carmel Quinn and The Four Aces are Jimmie's guests tonight.

Wednesday, July 1

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show" -- singer Maureen Cannon is guest tonight.

Thursday, July 2

10:30-11 p.m. -- "Masquerade Party" -- with Bert Parks as emcee.

(more)



2 - NBC-TV Network Colorcast Schedule

Friday, July 3

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat film is "The Traitors."

8-9 p.m. -- "Ellery Queen" -- Lee Philips as the famous writer-sleuth encounters a "Cartel for Murder" tonight. Ann Meacham, Meg Mundy, Alexander Scourby, Martin Balsam and Barbara Dana are guest stars. (Repeat)

Saturday, July 4

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Teresa Brewer, Tony Bennett and The Four Lads."

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NBC-New York, 6/22/59





# TRADE NEWS

JACK TRACY  
ROOM 320

2 COPIES X-H

June 23, 1959

'MY FAIR LADY' AND 'GIGI,' LERNER-LOEWE AWARD-WINNING PRODUCTIONS,  
TO BE BASIS OF SPECIAL 90-MINUTE GENERAL MOTORS COLORCAST  
FRIDAY, NOV. 13 ON NBC TELEVISION NETWORK

The Broadway hit "My Fair Lady" and the screen adaptation of "Gigi" -- two award-winning productions of Alan Jay Lerner and Frederick Loewe -- will be the basis of a special 90-minute color telecast General Motors will present Friday, Nov. 13, it was announced today. The NBC-TV Network will carry the program from 8:30 to 10 p.m. EST.

A top cast of stage and screen stars will be featured in Lerner-Loewe's first television production. Lerner is writing a musical story especially for the GM program. Also woven into the show will be scenes from two other Lerner-Loewe stage successes -- "Brigadoon" and "Paint Your Wagon."

The telecast, originating in New York, will present for the first time together the entire line of General Motors' new 1960 passenger cars.

Arrangements for the program are now being completed with the National Broadcasting Company. Campbell-Ewald is the agency handling the show for General Motors.

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## TRADE NEWS

June 23, 1959

### PRODUCER-DIRECTOR ALEX SEGAL JOINS TEAM OF NOTABLE TALENT FOR NBC-TV NETWORK'S "SUNDAY SHOWCASE" COLORCAST SPECIALS

Alex Segal, one of television's most distinguished producer-directors, has joined the team of notable talent associated with the NBC-produced "Sunday Showcase" series, it was announced today by Herbert Sussan, Director of specials for the network.

Segal will produce and direct two or three of the NBC-TV Network's drama specials to be telecast -- live and in color -- in the 8-9 p.m. NYT time period, starting in September.

Segal, recognized as a master craftsman in his field, was born in Trenton, N. J., and attended Carnegie Institute of Technology in Pittsburgh, Pa., where he earned a Master of Dramatic Arts degree.

He started his professional career in 1941 as a Summer stock director in the "straw hat" havens of Woodstock, N. Y.; Ogunquit, Me., and Provincetown, Mass. Producer George Abbott brought Segal to New York as his playreader and general assistant. Segal later became production assistant for two hit shows, "High Button Shoes" and "Look Ma, I'm Dancing."

In March, 1948, Segal became an assistant director at ABC-TV. During his seven years with ABC-TV, he advanced from "News and Views" and "Sports Parade" to "Actors' Studio," a Peabody Award winner.

(more)



2 - Alex Segal

"Hollywood Screen Test," Betty Furness' "Penthouse Party" and the "Pulitzer Prize Playhouse" were among his other early shows. "Celanese Theatre," "Omnibus," "The Aldrich Family" and "U. S. Steel Theatre" are some of the other shows on which he worked.

During the 1955-56 TV season Segal produced and directed a colorcast of "Dodsworth" for NBC-TV's "Producers Showcase." The following season he worked on "Alcoa-Goodyear Theatre." In 1958 he produced and directed a show for "U. S. Steel Hour." The 1958-59 season was perhaps one of his busiest. In addition to producing two shows for "Playhouse 90" -- "A Quiet Game of Cards" and "A Marriage of Strangers" -- he produced two Broadway shows, "Compulsion" and "Who Was That Lady I Saw You With?"

Segal will be represented on Broadway next season with a new play, "Jolly's Progress," which will open in November under auspices of the Theatre Guild.

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NBC-New York, 6/23/59



COLORCAST

NBC TELEVISION NETWORK



NEWS

June 23, 1959

TWO-HOUR COLORCAST OF BEETHOVEN'S "FIDELIO" SUNDAY, NOV. 8  
WILL OPEN NBC OPERA COMPANY'S 11TH SEASON

Irene Jordan and John Alexander Head Cast

The NBC Opera Company will open its 11th season Sunday, Nov. 8 with a two-hour colorcast of Beethoven's "Fidelio" on the NBC-TV Network (5-7 p.m. EDT). The cast will be headed by Irene Jordan, soprano, as Leonore and John Alexander, tenor, as Florestan.

Singers in the other principal roles will include Judith Raskin, soprano, as Marzelline; Kenneth Smith, bass, as Don Fernando; Chester Watson, bass-baritone, as Rocco; and Fred Cushman, tenor, as Joaquino. The singer for the role of Don Pizzaro will be announced later.

Peter Herman Adler, music and artistic director of the NBC Opera Company, will conduct the performance. Samuel Chotzinoff is producer and Kirk Browning is director.

Other operas announced for the season include "Amahl and the Night Visitors" by Menotti, to be performed in December; "Cavalleria Rusticana" by Mascagni, in January or February, and "Don Giovanni" by Mozart, in April.

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# NBC TELEVISION NETWORK



# NEWS

June 23, 1959

TEDDY ROONEY WILL STAR WITH WILLIAM BENDIX IN O. HENRY'S  
'THE RANSOM OF RED CHIEF,' REXALL TV SPECIAL OF AUG. 16  
-----  
Nine-Year-Old Actor Is the Son of Mickey Rooney

Nine-year-old Teddy Rooney, son of Mickey Rooney, will star with William Bendix in O. Henry's "The Ransom of Red Chief," the Rexall TV Special of Sunday, Aug. 16 on the NBC-TV Network (10 to 11 p.m. EDT).

The freckle-faced Teddy varies from the description of Johnny Dorset only in that his hair is blond, rather than the fiery red described by O. Henry. The role calls for a lad with "bas-relief freckles," a boy endowed with boundless energy to fulfill the difficult task of portraying the terrible young terror of Summit, Ala. While Teddy Rooney, in real life, is a very personable youngster, he is so gifted he should be able to make himself believable as the little monster who hands out such terrible punishment to his captors that they try to return him to his father before a cent of ransom has been paid.

"The Ransom of Red Chief" will mark Teddy's first dramatic TV appearance, although he has made two appearances "as himself" on "The Jack Paar Show" and last month took part in the CBS program, "America Salutes the Merry Month of May." He has a role in the newly released Doris Day picture, "It Happened to Jane."

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CAST CHANGE FOR 'THE TEMPEST' ON 'HALLMARK HALL OF FAME'

WILLIAM H. BASSETT TO PORTRAY FERDINAND

William H. Bassett replaces William Shatner as Ferdinand in Shakespeare's "The Tempest," which "The Hallmark Hall of Fame" will present on the NBC-TV Network in the Spring of 1960. "The Tempest" will be placed on color video tape Sunday, July 12.

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FRED ASTAIRE VISITS 'JACK PAAR SHOW'

Fred Astaire makes one of his rare television appearances Thursday, June 25 when he visits "The Jack Paar Show" on the NBC-TV Network. Astaire, who won several Emmy Awards for his NBC-TV Network special, "An Evening with Fred Astaire," recently turned author with his autobiography, "Steps in Time."

("The Jack Paar Show" is telecast on the NBC-TV Network, Monday through Friday, 11:15 p.m.-1 a.m. EDT.)

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NBC-New York, 6/23/59



JACK TRACY  
ROOM 320

2 COPIES X-H

NBC TELEVISION NETWORK



NEWS

June 24, 1959

AUDIENCE OF COLOR TV PROGRAMS IN COLOR-EQUIPPED HOMES

IS DOUBLE THE AUDIENCE OF THE SAME TELECASTS  
IN BLACK-AND-WHITE HOMES, NBC SURVEY SHOWS

Audience of color television programs in homes equipped to receive color is twice as large as the audience of the same programs in black-and-white homes, an NBC research survey showed today.

Results of the survey were announced at a press conference by Dr. Thomas E. Coffin, Director of Research, National Broadcasting Company.

Trendex, commissioned by the NBC Research Department, conducted a special rating study of "The Perry Como Show," "The Steve Allen Show," "The Dinah Shore Chevy Show" and "The Arthur Murray Party" in five cities: Omaha, Boston, Chicago, Milwaukee and Philadelphia.

The average rating of the color shows in color homes was 30.4, while the same programs rated 16.9 in matched black-and-white homes. This pattern, the survey showed, held for all four shows and in each market, indicating that the ability of color programs to achieve substantial ratings in color homes does not depend upon the program or city.

(more)



## 2 - Color Rating

Other findings in the 8,000-home study are:

Sets-in-use in color homes were appreciably higher than in black-and-white homes during the time of the colorcasts (50 in color homes vs. 43 in black-and-white homes).

In addition, the survey points out, more people were watching each color set at the time of the colorcast. Of particular interest, noted Dr. Coffin, is the 24 per cent gain in men viewers.

Combining the increased rating and larger number of viewers per set, the total viewers per 100 color homes is more than double the number of viewers per 100 black-and-white homes.

In addition to raising the rating of color programs in color homes, the rating of the competing programs in the color homes was significantly reduced. The nearest competing black-and-white programs were in a virtual tie with the color programs in black-and-white homes. But, in color homes, color programs have a 3-to-1 advantage over their black-and-white competition.

In summary, said Dr. Coffin, when color programs are broadcast, more sets are turned on in color homes. A higher share of the audience is watching the color programs. And there are more viewers watching each color set -- with the result that the audience is twice as large in color homes as among their black-and-white TV neighbors next door.

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NBC-New York, 6/24/59



NBC TELEVISION NETWORK



NEWS

June 24, 1959

'THE LAST QUARTER'

- - -

Key Staffers to Take Part in NBC News Special on Year-End Events;  
Full-Hour Telecast Friday, Sept. 11, to Be in Prime Evening Time

"The Last Quarter," a look at major world issues as they are likely to shape events in the last three months of 1959, will be presented as an NBC News special in prime evening time Friday, Sept. 11 (NBC-TV Network, 8:30-9:30 p.m. EDT).

Four NBC News correspondents will return from their foreign posts to take part in the full-hour program. They are Joseph C. Harsch (London), Edwin Newman (Paris), Irving R. Levine (Rome) and John Rich (Berlin).

They will be joined by Washington correspondents Ray Scherer and Robert McCormick. Frank McGee, of the NBC News staff in New York, will moderate the program. Chet Hagan will be producer and Robert Priaulx director.

Harsch, Newman, Levine and Rich have been covering the foreign ministers conference in Geneva, which recently went into a three-week recess.

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# TRADE NEWS

June 24, 1959

## PUREX CORPORATION TO SPONSOR 'WHO PAYS?'

- - -

Thursday Night Quiz Show to Be Emceed by Mike Wallace With  
Sir Cedric Hardwicke, Celeste Holm, Gene Klavan on Panel

The Purex Corporation, manufacturers of Blue Dutch Cleanser, will sponsor "Who Pays?" -- the new panel quiz show which starts on the NBC-TV Network Thursday, July 2 -- it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The new series, which will be telecast 8-8:30 p.m. (EDT) on Thursdays, will star Mike Wallace as emcee, with Sir Cedric Hardwicke, Celeste Holm and Gene Klavan as panelists. "Who Pays?" is a Lester Lewis Production with Jerome Schnur as producer-director.

In the game, the panelists will try to identify a guest celebrity (temporarily hidden), by questioning three persons who work for the visitor. The employees will split \$400 if the panelists cannot identify the celebrity. Each show will present two games.

The Purex purchase was made through Edward H. Weiss and Company, Chicago advertising agency.

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HUGH DOWNS HEADED FOR A WESTERN VACATION

- - -

Keefe Brasselle and Art James to Sub as 'Concentration' Emcees  
And Ed Reimers Will Fill 'Jack Paar Show' Announcing Spot

Hugh Downs, host of "Concentration" (NBC-TV Network, Mondays through Fridays 11:30 a.m.-12 noon EDT) and announcer on "The Jack Paar Show" (NBC-TV Network, Mondays through Fridays 11:15 p.m. to 1 a.m. EDT) takes a vacation from his busy day and night schedule for three weeks starting July 6.

"Concentration" will be pre-taped for the first week of Downs' vacation. Keefe Brasselle will be guest emcee of the game show for the second week, July 13 to 17, and Art James, who is commercial announcer, will have the assignment for the third week, July 20 to 24.

Ed Reimers, who took over the Paar show's announcing duties during the third week of its Hollywood origination in March, will fill in for Downs on the late-night show.

Downs has planned a Western vacation and will work on a Colorado ranch in a cattle roundup. He will return to the two shows Monday, July 27.

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NBC-New York, 6/24/59



## DALE ROBERTSON HONORED FOR AIDING SAFETY CAMPAIGN

Dale Robertson has been honored with the California Traffic Safety Foundation's award for "his untiring efforts in behalf of the state's traffic accident prevention program."

Robertson, star of the NBC-TV Network's "Tales of Wells Fargo," made a series of TV films for California's traffic safety agencies. He received the award recently on the Wells Fargo set from James T. Blalock, president of the Los Angeles chapter, National Safety Council, and founding member of the board of directors, California Traffic Safety Foundation.

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NBC-New York, 6/24/59





# TRADE NEWS

JACK TRACY  
ROOM 320

2 COPIES X-H

June 25, 1959

## DU PONT SIGNS FOR HALF-SPONSORSHIP OF THREE NBC-TV SPECIALS, MILTON BERLE STARRING IN TWO AND JIMMY DURANTE IN ONE

Half-sponsorship of three specials, two starring Milton Berle and one starring Jimmy Durante in his first TV vehicle in three years, has been purchased on NBC-TV next season by E. I. du Pont de Nemours and Company, Inc., for its Zerex antifreeze, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The Berle shows will be in the 8-9 p.m. (NYT) "Sunday Showcase" and will be telecast Oct. 11 and Nov. 1, with Danny Thomas as guest on one show, and Lucille Ball and Desi Arnaz on the other.

Durante, whose last starring appearance in a live telecast was in June, 1956, will be presented in "The Best of Durante" Friday, Sept. 25, 8:30-9:30 p.m. (NYT). The show will highlight great moments in the entertainer's career and will also feature several guest stars.

Durante last appeared in a regular series during the 1955-56 season on NBC-TV and since that time has made only occasional guest appearances.

The purchase for Zerex was made through Batten, Barton, Durstine & Osborn, Inc.

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# TRADE NEWS

June 25, 1959

## TWO MAJOR TIME SALES IN TWO NBC-TV FULL-HOUR ADVENTURE SHOWS

- - -

Radio Corporation of America Buys Alternate 'Bonanza' Colorcasts  
And Liggett & Myers Orders Half-Hours on the Other Weeks,  
Plus Alternate-Week Half-Hours of 'Laramie'

Two major purchases of time in two of NBC Television's new full-hour action-adventure series scheduled for the Fall were announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The Radio Corporation of America will sponsor alternate hours and Liggett & Myers alternate-week half-hours of the "Bonanza" colorcasts. Liggett & Myers will also sponsor, on alternate weeks, half-hours of "Laramie," another full-hour series.

"Bonanza," produced on a spectacular scale depicting the glory days of the Comstock Lode and the Virginia City silver barons, follows the rugged adventures of the Cartwrights, rancher-father and his three sons. It is being filmed in color against the backdrop of some of the West's most scenic locales in the Lake Tahoe-Virginia City area.

(more)



2 - Major Sales

"Laramie," filmed amid the primitive grandeur of Wyoming, tells the story of two young brothers faced with the heavy burden of running a ranch in the wild, off-the-beaten-path Wyoming wilderness in the late 1860s.

The RCA purchase was made through its advertising agency, Kenyon & Eckhardt, Inc., and the Liggett & Myers sponsorship was negotiated through McCann-Erickson, Inc.

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NBC-New York, 6/25/59





# TRADE NEWS

June 25, 1959

## STERLING DRUG BUYS ALTERNATE-WEEK SPONSORSHIP OF 'M SQUAD' AND 'ARTHUR MURRAY PARTY' AND RENEWS WEEKLY SPONSORSHIP OF 'SABER OF LONDON'

Sterling Drug Inc. has purchased alternate-week sponsorship of "M Squad" and "The Arthur Murray Party" and has renewed weekly sponsorship of "Saber of London" during the 1959-60 season on the NBC-TV Network, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

"M Squad," the half-hour filmed drama series based on the battle against crime in Chicago, stars Lee Marvin and will be telecast at a new time next season, Fridays, 9:30-10 p.m. NYT. It will be sponsored on alternate weeks by the American Tobacco Company.

"The Arthur Murray Party," which will move to Tuesdays, 9-9:30 p.m. next season, features well-known personalities in dance specialties, with Kathryn Murray as hostess. P. Lorillard Company Inc. will be alternate-week sponsor of the series. "Saber of London" will be presented at a new time, 6:30-7:00 p.m. (NYT) on Sundays.

The Sterling Drug purchase was made through Dancer-Fitzgerald-Sample Inc.

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June 25, 1959

**CHEP HUNTLEY TO TOUR AFRICA IN JULY FOR FIRST OF TWO FULL-HOUR,  
PRIME EVENING TIME NBC NEWS SPECIALS ON NATIONALIST DRIVE**

NBC News commentator Chet Huntley will leave Thursday, July 2, for Africa to film the first of two full-hour special programs on African nationalism to be telecast in prime evening time on the NBC-TV Network.

The two programs are among seven full-hour, prime-time specials announced recently by William R. McAndrew, Vice President, NBC News. Mr. McAndrew said that at least one such special would be produced every month during the Summer and Fall schedules, on dates to be announced.

Huntley will study nationalist movements in Kenya, Tanganyika and Northern and Southern Rhodesia. He will be accompanied on his tour by director Jack Sughrue, reporter Piers Anderton, cameraman John Peters and soundman Digby Jones.

During the past year, Huntley has traveled about 50,000 miles gathering material in Israel, France, Lebanon, Germany and other countries for the "Texaco Huntley-Brinkley Report" on weekday evenings, "Chet Huntley Reporting" Sunday evenings, and NBC News specials.

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NBC TELEVISION NETWORK



NEWS

June 25, 1959

LIVE REPEAT COLORCAST OF 'THE CRADLE SONG' TO BE PRESENTED  
SUNDAY NIGHT, APRIL 10 ON THE NBC-TV NETWORK  
BY 'HALLMARK HALL OF FAME'

"The Hallmark Hall of Fame" will present a repeat live colorcast of "The Cradle Song" Sunday night, April 10, 1960, it was announced today by George Schaefer, producer-director of the distinguished NBC-TV Network series. Time of the colorcast will be announced.

This will be a production of the same drama which James Costigan adapted from the Gregorio and Maria Martinez Sierra play for presentation on "Hallmark" on May 6, 1956. Schaefer, who directed the original, also will direct the repeat telecast.

The original play starred Judith Anderson, Siobhan McKenna, Evelyn Varden, Barry Jones, Anthony Franciosa and Deirdre Owens. The cast for the repeat production will be announced.

In announcing plans to repeat "The Cradle Song," Schaefer pointed to the success of the live repeat performance of "The Green Pastures," which "Hallmark" presented last March 23. It was originally telecast in October, 1957.

(more)



2 - 'The Cradle Song'

"We learned a lesson from 'The Green Pastures,'" Schaefer said. "It proved that a show of great caliber can be repeated...and with success. The original telecast of 'The Cradle Song' was presented on a Sunday afternoon. It obviously didn't draw as big an audience as it would have drawn if it were done later in the evening. We anticipate a larger audience for the repeat performance because of the improved time slot."

"The Cradle Song" is the poignant story of a baby girl who is left at the door of a convent in Spain. She is carefully reared under the nuns' supervision until she is 18, when she announces her decision to marry the young man of her choice and go off into the world. Her leave-taking, although understood by the sisters who love her, nevertheless leaves them with a sense of loss.

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NBC-New York, 6/25/59



DAVID AUBREY IS NAMED NBC-TV NETWORK SALESMAN IN DETROIT AREA

Appointment of David Aubrey, 33, as an NBC-TV Network salesman in the Detroit area, effective Aug. 1, was announced today by Don Durgin, Vice President, NBC Television Network Sales. Mr. Aubrey will report to Walter Gross, NBC Television Network Sales manager in the Detroit area.

Now a member of the sales staff of Time Magazine, Mr. Aubrey first joined Time, Inc., in the Fall of 1950 as retail representative for Life Magazine in Detroit. He became the Detroit zone manager for Life's retail representatives program in November, 1951, joining Time's sales staff in January, 1952.

Mr. Aubrey received his Bachelor of Arts Degree at Princeton University in 1950. He was graduated from Lake Forest (Ill.) Academy in 1944. He served in the U. S. Army in Europe from 1944 until 1946, receiving three battle stars, the Purple Heart and Combat Infantryman's Badge.

He is married to the former Lee Bargar and resides in Detroit with his wife and sons, Peter and David.

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NBC-New York, 6/25/59



NBC TAKING OVER PRODUCTION OF 'FROM THESE ROOTS,'

MONDAY-THROUGH-FRIDAY DAYTIME DRAMATIC SERIAL

Production of the NBC-TV Network dramatic serial "From These Roots" is being taken over by the National Broadcasting Company starting with the program of Monday, June 29. The series starts its second year on the air on that date. It will continue to be telecast Mondays through Fridays (3:30-4 p.m. EDT). John Pickard and Frank Provo, who have written the series since its inception, will continue as the scriptwriters. The program originates live from New York.

AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS

HONORS NBC'S RAYMOND F. GUY

Raymond F. Guy, Senior NBC Staff Engineer, has been made a fellow of the American Institute of Electrical Engineers "for contributions to the technical development of radio and television network broadcasting."

With NBC since 1929, Mr. Guy previously had been with the RCA Research Laboratory, where he did pioneering work in shortwave high-power broadcasting, network development and in development of RCA broadcasting equipment.

At NBC, he was responsible for planning and construction of transmitting facilities and frequency allocations for 27 years.

Mr. Guy is married and resides in Haworth, N. J.

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COLORCAST

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NBC TELEVISION NETWORK



NEWS

June 26, 1959

DONALD O'CONNOR AND CAROL LAWRENCE TO STAR IN FIRST  
GENE KELLY SPECIAL ON 'PONTIAC STAR PARADE'

- - -

Full Hour NBC-TV Colorcast Is Scheduled for Thursday, Dec. 10

The screen's Donald O'Connor and Broadway headliner Carol Lawrence will star in the first of the three Gene Kelly colorcast specials on the NBC-TV Network's "Pontiac Star Parade."

The Gene Kelly specials -- packaged by Kerri Productions, Inc. -- are scheduled on Thursday, Dec. 10 (8-9 p.m. NYT); Friday, March 18 (8:30-9:30 p.m. NYT), and Wednesday, May 11 (10-11 p.m. NYT). Kelly will produce and star in the first one, will produce another and the third will be a repeat showing of his CBS telecast of the past season.

Miss Lawrence, a star of "West Side Story," will fly to Hollywood from New York on July 2 to begin rehearsals for the Dec. 10 special. The show is being produced and written by Bob Wells.

The "Pontiac Star Parade" is a series of eight one-hour live or tape specials to be colorcast over the NBC-TV Network during the 1959-60 season. One of the series will be a special starring Victor Borge, which will be video taped in Copenhagen, Denmark. Other top entertainers will be featured in the remaining four specials.

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NBC NEWS CORRESPONDENT WILSON HALL AND CAMERAMAN JESSE SABIN  
ARE SENT TO BUENOS AIRES TO COVER GOVERNMENT CRISIS

NBC News is sending correspondent Wilson Hall and cameraman Jesse Sabin to Buenos Aires to cover the developing government crisis in Argentina.

Hall has been touring the Caribbean area with his wife, NBC News correspondent Lee Hall. The husband-and-wife team have been broadcasting news reports and gathering material for a special television program on Latin America. Lee Hall will continue with her assignment in the Caribbean.

Jesse Sabin, of NBC News' New York staff, will join Hall in Buenos Aires.

NBC-New York, 6/26/59



BUDDY HACKETT TO BE 'TREASURE HUNT' EMCEE  
FOR 2 WEEKS WHILE JAN MURRAY VACATIONS

Comedian Buddy Hackett will substitute for Jan Murray as emcee of "Treasure Hunt" (NBC-TV Network, Monday-through-Friday, 10:30 a.m. EDT) for two weeks, starting Aug. 3, while Murray is on vacation.

This will be a new television role for Hackett, who has appeared frequently on television as star of his own NBC-TV comedy series and on "The Steve Allen Show," "The Eddie Fisher Show," "The Perry Como Show" and other programs.

Murray will vacation in Las Vegas, Nev., where he opens a four-week engagement at the Flamingo Hotel on July 16. Programs for telecast between July 16 and 31 will be taped in advance.

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JIMMIE RODGERS TO RECEIVE CELEBRITY AWARD  
OF HOLY NAME SOCIETY OF BALTIMORE

Jimmie Rodgers, star of NBC-TV Network's live color series "The Jimmie Rodgers Show" (Tuesdays, 8:30 p.m. EDT) will be presented a Special Celebrity Award in recognition of his "clean, wholesome and refreshing style of entertainment" by the Holy Name Society of Baltimore, Md., at the group's Sixth Annual Holy Name Nite, Friday, July 17.

The presentation will be made during ceremonies preceding the Baltimore Orioles-Detroit Tigers baseball game, which is an annual benefit for the Holy Name scholarship fund. At last year's event, Bob Crosby -- then an NBC-TV star -- received the first Special Celebrity Award given by the society.

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NBC-New York, 6/26/59



PROGRAM CHANGES IN SUMMER NIGHTTIME SCHEDULE OF NBC-TV NETWORK

Program changes in the NBC-TV Network's Summer nighttime schedule are announced as follows: (All times EDT.)

PROGRAM	TIME NOW SEEN	NEW TIME	EFFECTIVE DATE
"Dragnet"	Tuesday, 7:30 p.m.	Sunday, 8:30 p.m.	July 12
"Pete Kelly's Blues"	Sunday, 8:30 p.m.	Friday, 7:30 p.m.	July 10
"Californians"	Tuesday, 9:00 p.m.	Thursday, 7:30 p.m.	July 9
"Northwest Passage" (Colorcast)	Friday, 7:30 p.m.	Tuesday, 7:30 p.m.	July 14

"Texas Rodeo," now telecast Thursdays at 7:30 p.m., will be canceled by "The Californians." The Tuesday 9:00 p.m. time spot will be filled starting July 7, with a program to be announced shortly.

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NBC-New York, 6/26/59



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# NBC TELEVISION NETWORK



NEWS

June 29, 1959

CONVERSATIONS WITH BRITAIN'S FORMER PRIME MINISTER CLEMENT ATTLEE  
AND NOTED CARTOONIST DAVID LOW ARE SCHEDULED IN  
'WISDOM' SERIES FOR 1959-60

Clement R. Attlee, former British prime minister, and David Low, Britain's leading political cartoonist, are the first distinguished personalities announced in a schedule of 13 new "conversations" to be presented by the NBC-TV Network's "Wisdom" series during the 1959-60 season.

Both half-hour telecasts will be produced in England this Summer, as part of a group of "Wisdom" programs to be filmed or video taped in European locations.

"Wisdom" producer James Nelson said that Max Freedman, Washington correspondent for the Manchester Guardian, would be advisor on the Attlee program, and that the interviewers of the British "elder wise men" will be announced later.

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June 29, 1959

SOVIET UNION'S FROL R. KOZLOV TO SPEAK AND PARTICIPATE  
IN QUESTION-AND-ANSWER SESSION IN WASHINGTON  
TO BE TELECAST BY NBC-TV NETWORK

Frol R. Kozlov, a First Deputy Premier of the Soviet Union, will make an address and take part in a question-and-answer session with Washington correspondents in a special program to be presented on the NBC-TV Network (including WRCA-TV) Thursday, July 2 (1-2 p.m. EDT).

Kozlov, who is visiting the United States, will make his television appearance during a luncheon sponsored jointly by the Overseas Writers and the National Press Club. He will be introduced by Charles Foltz, Jr., president of the Overseas Writers. The question-and-answer period will be moderated by William Lawrence, president of the National Press Club.

The one-hour program will originate live in the Statler-Hilton Hotel, Washington, and will be divided about equally between Kozlov's speech and the questioning by correspondents. Kozlov's remarks will be translated into English a few sentences at a time. The program will be produced by Julian Goodman.

Kozlov is among the Soviet figures who have been mentioned as possible successors to Premier Khrushchev. During his stay here he will visit Washington, San Francisco, Detroit and Pittsburgh.

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'THE BEST OF PAAR' TO BE FRIDAY FEATURE  
ON 'THE JACK PAAR SHOW'

"The Best of Paar" will be introduced as a new Friday night feature on "The Jack Paar Show" on July 10. The end-of-the-week show of the NBC-TV Network Monday-through-Friday series (11:15 p.m.-1 a.m. EDT) will consist of highlights from past Paar programs. Outstanding acts, songs and panel conversations will be featured in the specially taped telecasts.

'FROM THESE ROOTS' VERSES INSPIRE HIGH SCHOOL EDITORS

The original verses about the roots of life which open and close the Monday-through-Friday dramatic serial "From These Roots," on the NBC-TV Network (3:30 p.m. EDT) have offered inspiration to editors of a high school annual. The students of the school in Schenectady, N. Y., asked permission to use the verses as a theme for the volume and the request was granted by writers John Pickard and Frank Provo.

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NBC TELEVISION NETWORK



NEWS

## NBC-TV NETWORK COLORCAST SCHEDULE

For Week of July 5 - 11 (All Times EDT)

Sunday, July 5

7-7:30 p.m. -- "Midwestern Hayride" -- Dean Richards is emcee.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with tonight's guests Dorothy Kirsten and Alan Young.

Monday through Friday, July 6-10

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Monday, July 6

10-10:30 p.m. -- "The Arthur Murray Party" -- on tonight's repeat program, Kathryn and Arthur Murray welcome Basil Rathbone, June Taylor, Bert Parks and Jack E. Leonard as guests.

Tuesday, July 7

8:30-9 p.m. -- "The Jimmie Rodgers Show" -- The Andrews Sisters and Leo De Lyon are Jimmie's guests tonight.

Wednesday, July 8

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Thursday, July 9

10:30-11 p.m. -- "Masquerade Party" with Bert Parks as emcee.

Friday, July 10

8-9 p.m. -- "Ellery Queen" -- Tonight's repeat drama is "A Girl Named Daisy." Lee Philips stars as Ellery Queen. Shelley Berman, Sherry Britton and Neil Laurence are guest stars.

(more)



2 - NBC-TV Network Colorcast Schedule

Saturday, July 11

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Teresa Brewer and The Four Lads."

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CORRECTION PLEASE:

Please make the following changes on the NBC-TV Network Colorcast Schedule for July:

Fridays, July 10, 17 24 and 31 at 7:30 p.m.

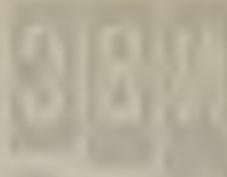
Kill: "Northwest Passage"

Tuesdays, July 14, 21 and 28 at 7:30 p.m.

Add: "Northwest Passage"

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NBC-New York, 6/29/59



2025 RELEASE UNDER E.O. 14176

MISSION STATEMENT: To promote the welfare of our nation  
by providing the public with accurate information from the go-

vernment about the economy, our political system, and our  
country's foreign policy and defense strategy, and to  
offer unbiased and objective, honest coverage to our readers  
from both sides.

We do this through the publication of the news stories we  
feel are most relevant to you, your family, and your community. We  
are committed to providing you with the most up-to-date and  
reliable news and information available.

Our mission is to provide you with the facts, the context, and the  
analysis you need to make informed decisions about the  
issues that matter most to you. Our focus is on the truth, not  
the spin, and we strive to present the facts in a clear, concise,  
and accessible manner. We believe that informed citizens  
are the cornerstone of a healthy democracy, and we are  
dedicated to providing you with the tools you need to  
make a difference.

We are a team of dedicated journalists who are committed to  
accuracy, objectivity, and fairness. We believe that every  
voice deserves to be heard, and we are committed to  
representing all perspectives fairly and accurately. We are  
proud to be a part of the media landscape, and we are  
committed to continuing to provide you with the  
information you need to stay informed and engaged.



## TRADE NEWS

June 30, 1959

### ARMOUR, LEWIS-HOWE AND R.J. REYNOLDS ORDERS HIGHLIGHT NBC RADIO NETWORK ORDERS OF \$855,274 IN NET REVENUE

A 13-week campaign by Armour and Company and substantial orders by Lewis-Howe Company and R. J. Reynolds Tobacco Company highlight sales on the NBC Radio Network totaling \$855,274 in net revenue during the 10-day period ending June 24, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, announced today.

The Armour order marks the first use of network radio for Dash Dog Food. Placed through Foote, Cone and Belding, it calls for 20 one-minute participations weekly in various programs.

Lewis-Howe Company, through McCann-Erickson, Inc., ordered quarter-sponsorship of "NBC News-on-the-Hour" for four weeks and sponsorship of various entertainment, sports and weather segments in "Monitor" for six weeks.

R. J. Reynolds Tobacco Company, through William Esty Company, Inc., ordered a 52-week schedule of 30-second announcements in "Monitor."

American Telephone and Telegraph Company, through N. W. Ayer and Son, Inc., ordered an eight-week schedule of one-minute and 30-second participations in various programs.

(more)



2 - Radio Sales

The Society of the Plastics Industry, through Batten, Barton, Durstine and Osborn, Inc., ordered 21 one-minute announcements a week in daytime programs for four weeks.

G. H. P. Cigar Company, Inc., through Compton Advertising, Inc., ordered sponsorship of "Monitor" sports segments for eight weeks.

Sterling Drug, Inc., through Dancer-Fitzgerald-Sample, Inc., ordered a three-week saturation campaign in "Monitor."

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NBC-New York, 6/30/59



FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

June 30, 1959

NBC INTERNATIONAL NAMES ALASTAIR MURRAY MacKENZIE  
DIRECTOR OF LATIN AMERICAN OPERATIONS

Alastair Murray MacKenzie, who is presently General Sales Manager of RCA Victor Argentina in Buenos Aires, has been named Director of Latin American Operations of NBC International, Ltd., it was announced today by Alfred R. Stern, Chairman of the Board, NBC International.

Mr. MacKenzie, who has spent 25 years in Latin America, will be headquartered in the Mexico City offices of NBC International. His new appointment will be effective July 15.

Before joining RCA Victor Argentina three and one-half years ago, Mr. MacKenzie published fashion magazines in Argentina for three years. Prior to that, he was creative manager of McCann-Erickson, Inc., in Buenos Aires for 12 years.

"Mr. MacKenzie's broad experience in Latin American sales, promotion and marketing more than qualifies him to direct NBC International's Latin American operations," Mr. Stern said in announcing his appointment. "He brings to his new position a wealth of experience in the international field plus an extensive knowledge of Latin America."

Born in Edinburgh, Scotland, Mr. MacKenzie presently lives with his wife and two young daughters in Buenos Aires.

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June 30, 1959

ROBERT ALAN AURTHUR SIGNED BY NBC-TV NETWORK AS EXECUTIVE PRODUCER  
OF 'SUNDAY SHOWCASE' DRAMATIC SPECIALS

Noted writer-producer Robert Alan Aurthur has been signed to be executive producer of the new NBC-produced "Sunday Showcase" dramatic specials, it was announced today by David Levy, Vice President, NBC Television Programming and Talent.

"Mr. Aurthur has an outstanding reputation as a creator in the field of live, original television drama," Mr. Levy said. "Mr. Aurthur will spearhead the NBC search for adult dramatic fare and will guide the producer-writer teams already at work on the series."

The "Sunday Showcase" series will include "What Makes Sammy Run?" for which casting will be announced shortly.

Aurthur has been a writer, script editor, associate producer and producer on NBC-TV's "Philco-Goodyear Playhouse." His "Man on a Mountaintop" and "A Man Is Ten Feet Tall" won Sylvania Awards for Best Original Dramas in 1954 and 1955.

His credits include a Broadway play, "A Very Special Baby" (chosen as a top-ten production in 1956), a movie, "Warlock," and two memorable "Playhouse 90" dramas, "A Sound of Different Drummers" and "The Thundering Wave." He will write another movie, "A Mountain Is Young," which will be shot on location in Nepal.

(more)



In 1953, Aurthur was associated with NBC-TV's "Television Playhouse" as literary director. His scripts for "TV Playhouse" included "The Basket Weaver," "A Man's Game," "Winter of the Dog," "A Medal in the Family," and many others.

Aurthur has written a novel, "The Glorification of Al Toolum," which was published in 1953.

Aurthur is an alumnus of the University of Pennsylvania, where he graduated with high honors in journalism. He served in the Marine Corps four and a half years as an infantry officer during World War II, and, immediately after the war, was in charge of the Armed Forces Radio in North China. He wrote the "History of the Third Marine Division," which was published by the Infantry Journal Press.

Mr. and Mrs. Aurthur, and their three children, live in New York City. They have a Summer home at East Hampton, Long Island, N. Y.

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NBC-New York, 6/30/59



STEFAN A. MEYER IS APPOINTED TO NEW POST OF DIRECTOR  
OF PROGRAM SERVICES, NBC PARTICIPATING PROGRAMS

Appointment of Stefan A. Meyer to the newly-created post of Director of Program Services, NBC Participating Programs, was announced today by Jerry A. Danzig, Vice President, NBC Participating Programs.

"The addition of Mr. Meyer will give our programs greater creative utilization of the existing network facilities in the areas of sales development, station promotion, audience promotion, sales presentations, exploitation and liaison with the Press Department," Mr. Danzig said.

Mr. Meyer has been presentations manager for the Advertising and promotion department at Life Magazine since June, 1956. Before that, he was an advertising promotion writer for Life. He was also at one time a vice president of the Frank B. Johnston Advertising Agency and of C. V. Parkinson Associates Inc., both of New York, and was promotion manager of Hilton Hotels International in Bermuda in 1948-49.

Mr. Meyer attended Yale University and is a veteran of service with the U. S. Marine Corps. He is married and lives with his wife and three daughters in Port Washington, Long Island, N. Y.

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NBC-New York, 6/30/59



BETTE DAVIS IN 'WAGON TRAIN' DRAMA NEXT SEASON

Bette Davis has the role of the West's first woman impresario in "The Elizabeth McQueeney Story" on NBC-TV Network's "Wagon Train" next season. The full-hour teleplay goes into production at Revue Productions in Hollywood July 1.

In the drama, written and directed by Allen H. Miner, Miss Davis escorts a bevy of beautiful girls Westward to Nevada where she plans to open a large dance hall.

This will be the second appearance on "Wagon Train" for Miss Davis. She starred in "The Ella Lindstrom Story" on the series last Feb. 4.

("Wagon Train" is telecast on the NBC-TV Network Wednesdays, 7:30-8:30 p.m. EDT.)

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NBC-New York, 6/30/59





